How to be the

JERK

Women Love

2nd Edition

By F.J. Shark

How to be the Jerk Women Love - 2nd Edition

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Hey! Read This!

Believe it or not, I have the highest respect for women. Women can be the most caring, loving, committed, team players on the planet! The only problem is, sometimes they play for the wrong team!

I believe that my material is actually benefiting women two-fold: First, it will take women inside the mind of the Jerk to see just how he operates, as she learns some social self-defense (mentally and emotionally) to apply to her current and future encounters. Secondly, this material will make Nice-guys and girls a heck of a lot more fun, exciting, playful, spontaneous, adventurous and maybe even a bit mysterious.

By applying the strategies and techniques in this eBook, men and women can value each other as team players as they create more memorable moments in their relationships and hopefully put true Jerks and illegal drugs out of business because people will finally learn to get high off each other through positive, emotional, fun intensity rather than negative physical, emotional and verbal beatings.

Thank you to my

family, friends and

raving fans around the world—

<u>you</u> make all the crap I go through

to do this worth while and for that

I'm truly grateful!

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FORWARD I

Many wise men have said:

"Some men see things as they are,
And ask 'why?'
I see things that never were and ask,
'why not?'"

Well, yes. And smart men, like F.J. Shark, see things exactly as they are and ask: "What the heck can I do about it right now to get me what I want, when and how I want it?"

And that my friend, is what this amazing eBook you are holding in your hot little hands is all about: SEEING THINGS AS THEY ARE, not as you wish them to be. If you want to go on burying you head in the romantic sand, (a perfect position to get you butt kicked), hoping against hope that one day a woman will come along who will appreciate your "niceness" (e.g. your hunger and desperation), then you may as well put down this book. Go get something written by one of the "men's movement" authors. Or go to a therapist and "get in touch with your anger". Right.

If however, you are tired of getting the fuzzy end of the lollipop in your romantic encounters and are ready to start looking at and doing what works; if you're ready to get massive results by doing what women RESPOND to rather than what they say they want, then this eBook could well be the most important thing you will ever read. And the wonderful thing is that not only will you become fabulously more successful with women, but you'll also wind up liking and respecting yourself a whole hell of a lot more; a side benefit that is not to be sneezed at.

Just one more quick thing before I sign off on this Foreword, and let you get started on this amazing adventure: invariably, when Shark presents his ideas on T.V. or radio, some idiot usually stands up and asks: "Why can't you just be yourself?" I hope you are not asking yourself that question, because what it really translates to is: "These ideas are too challenging for me to even consider. I'd rather sit here in my familiar prison of doing what DOESN'T work, and rot until I die, instead of having the courage to change." For God's sake I hope that isn't you. As you read this book, have the courage to go out and APPLY its life changing ideas. The alternative is so ghastly that no one deserves it. Not even a feminist. Or even a self-styled "Nice-guy".

Ross Jefferies

Master of Speed Seduction

Los Angeles, California

FOREWORD II

In today's world, the battle of the sexes is taking its toll. Single people both men AND women, are scratching their heads trying to figure out how to get together with each other, and failing miserably. And wondering, "What's wrong with ME?!?"

Enter F.J. "Shark", who has the antidote for all the confusion and despair. Refreshing as that first KER-SPLASH! in the pool on a hot summer day, he suggests to the men out there that they step out of the "Nice-guy" role they've taken on since the Stone Age ended and start treating women the way women have be treating them- LIKE JERKS ! ! !

Outrageous? Yes! Insensitive? Seemingly so! Abhorrent to women? ABSOLUTELY! I'll bet a lot of you reading these words at this very moment are somehow hiding the cover of the book from other's sight . . . that's OK! Perhaps you've been victimized by a JERK in the past. (Or even BEEN ONE! - - Jerkdom does not discriminate on the basis of sex, race or religion.) Keep reading. Because beneath the bluster of Shark's bravado there's a genuine gem of a message:

STOP SEEKING OTHER PEOPLE'S APPROVAL – IT WILL ONLY BRING YOU HEARTACHE!

Yes, we're a society of approval-seekers. And women have used this knowledge on men for centuries - - the average guy will grovel at the feet of any attractive woman. This form of feminine manipulation has been a rather well-kept secret up until now. No wonder the ladies are crying "FOUL!" at the publication of:

How To Be the JERK Women Love - - it blows their game! ! ! Yet, if a woman were to carefully read this eBook, I GUARANTEE she'd be nodding her head in agreement at most (if not all) of Shark's theories about male/female relationships. And she'd have a good laugh at herself as well as she recalled that the JERKS were the ones that usually wound up with her attention and affection!

But this book is truly for you guys out there who have allowed yourselves to be walked upon by women . . . when they've paid ANY attention to you at all. See, I agree with Shark - - you're never going to generate any interest from a woman until you give up your role as a pleaser and start pleasing YOURSELF.

Read on with on open mind, enjoy and tell me if Shark doesn't turn your head around. And discover that "J.E.R.K." really stands for "Just Expecting Respect, Kid!"

Jim Rorbach, Social Skills Coach, www.SuccessSkills.com

Author of The Social Skills Playbook

and recovering Nice-guy

About the Author

"You'll see! Someday people from all over the world will listen to me, and use my so called: 'impossible and crazy ideas!' I don't know how it's going to happen, I just know it will!"

-F.J. Shark at age 17, responding to his family's disbelief in his first Jerk ideas in 1987.

Since the above statement was made, F.J. Shark's social strategies and techniques have benefited and changed the lives of people in 11 countries and counting. Millions of people have seen and heard him interviewed on national television talk shows and radio stations across the country and around the world.

He's been an outrageous, memorable and welcomed back guest on such popular shows as: Montel Williams, Sally Jesse Raphael, Jane Whitney, Danny Bonaduce, Mancow's Morning Madhouse and over 300 radio and cable shows across the country and around the world. On some international shows, he was only the first or second American in history to be interviewed on their country's program. Nobody outside their country was ever interviewed accept past Presidents of the

United States, members of Royal Families & Parliament or other National and International Dignitaries.

A Note from the Author

Women say I know too much. They are probably right! That's fine with me because I still find it utterly amazing that people from all over the world from virtually every walk of life, seek out the social wisdom of a clean-cut, alcohol and drug-free, 23 year old (in 1993) Eagle Scout that at one point in time was the true definition of "socially bankrupt".

It's good to keep in mind that some of the world's wealthiest people financially were at one point some of the poorest. The spark that ignited them when they hit rock bottom financially was the same one found in me as I scraped along the bottom of the Social Marketplace. People who become successful with anything learn that success leaves clues. They learn from their own mistakes as well as modeling the actions of others until they learn the way the game is played.

Many of the people I knew in college earned straight "A's" from their first day in Kindergarten, yet were rejected from the working

market as well as graduate school. Myself, on the other hand, received a “D” in “Money and Banking”, a 65% in “Finance 310” and an “F” in “Operations Management” and still had the $280 billion, #1 manager of financial assets in America offer me an opportunity in managing other people’s money in the highest paying career in the world - - Stockbroker / Financial Advisor. The point is that you do not have to be a financial wizard or social guru in order to have the game work in your favor.

If you are at all like me, you do not want to wind up like the bald-headed beer-belly guy you see in a dirty white undershirt, eating pizza and watching football while his girlfriend/wife is out cheating on him in between bitching at him for something real or imaginary. The sad reality is that I have just described many of the unhappy relationships in the world.

So many guys think the social answer is money. Let me tell you the truth; money might get you marriage, but it says nothing about loyalty! If the ultimate fear is investing your heart and soul into a relationship and then finding out the other person is cheating on you with someone who is paying cheaper dues and receiving a better

membership, then I submit to you that we start to model ourselves after the people who do the least and get the most.

Corporate America is a mirror image of the Social Marketplace. How many people do you know that work 2-3 jobs and gross under $30,000 a year in personal income? While on the cover of many national business magazines we find corporate presidents making well over $1 million for completing fractions of physical labor that the average person invests.

Take a look at computer programmers. It's been said that the best computer programmers are the laziest. They do not want to type 100 lines of a program if they can find a way to get the same result in 50 lines. This act of laziness is the backbone of the entire computer industry. Every new advancement in technology is governed by the idea of getting a job completed in an even more impressive way with less effort, input and space. This is also smart business. The idea of keeping expenses (input) low and revenues (output) high is what businesses strive for as their goal. Therefore, it cannot be considered immoral, selfish, or wrong, to run your life with the same philosophies that have been the lifeblood of America.

To clearly see the tie in between the metaphors I use for the Social Marketplace referencing the big bad business world and stock market, you need to first accept the idea that not many people are going to help you in either one of these worlds. In fact, most people will do more harm than good by offering you what I call "social smoke screens". An example of a social smoke screen is a person saying one thing and doing something else (i.e. women saying they want a "Nice-guy" and then going out with Jerks).

"Never believe a woman,
not even a dead one."

-Old German Proverb

It's been said that Economics was originally called the study of the family. With this in mind, a family is like a business (having income, expenses, shareholders, etc.). Families are nothing more than relationships, regardless if they are good or bad. Therefore, the same types of examples and strategies used in controlling a business to the desired level of profitability can be used in controlling a relationship to the desired outcome as well.

I'll never forget the way I learned to watch what people are doing instead of just listening to what they are saying. My Dad and I

were in the middle of a snowball fight. He threw a snowball high into the air for me to watch as it was about to land close to me. Before the snowball was even on the ground, I was hit in the face with snowball #2. This simple distinction that I learned at the age of seven was enough for me to realize that I should be alert for what is really going on instead of just listening and focusing on what people want me to. This is what makes the simplest magic trick work. The magician moves his one hand into the air above his head in order to distract you with what he is doing with the other hand. He mysteriously pulls a quarter out of your ear only because you didn't see him take it out of his own pocket first.

When you are driving, how do you know when the car in front of you is going to turn? No, not because they have their turn signal on. The correct answer is when they actually turn! Haven't you ever been driving behind somebody whose turning signal has been on for the last 10 miles? It tells you that they are either thinking about turning or don't even realize that it is on. People are the same way about relationships. You should have as much faith and trust in the ideas that people tell you they are "going to do" or "intended to do" as you would the driver in front of you who seems to be going around the world to the left.

If I told you that a plane crashed, killing all its passengers, does that mean that we should throw away all the laws of aerodynamics and gravity? Therefore, if you apply these social success strategies to the laws of the Social Marketplace and it fails, does that mean the laws are worthless? All of these laws mentioned will remain constant long after we are both gone from this earth. You can either have them work for you by helping you take your like (plane) where you want to go, or you can crash and burn. Or worse, you can just sit in the hanger or on the runway and just watch other planes taking off to where they want to go.

By modeling and living the strategies and techniques in this book, I submit to you that even the unpredictable Social Marketplace will be as predictable as gravity itself. Gravity was here yesterday, it's her today, and you and I would be willing to be that is will be here tomorrow as well. **Success in anything from the stock market to relationships stems from investing in predictability.** How in the world can we win a game if we don't even know how to play? At least women have magazines and themselves to network among. They have been sharing and collecting information on relationships since before their first slumber party in grammar school. In fact, by the time a girl

goes to her first slumber party to talk about boys, they have more knowledge about relationships than most full grown men. Women are just as eager to play relationship doctor when they get older too. They will compare notes on boyfriend / husband strategies and experiment on their sweethearts with the social tip of the month they read about in some magazine at the grocery store check out line. Most men around the world are completely out of tune to the tricks, traps and mind games that women are playing in the Social Marketplace and therefore become and easy target, victim and kill. (For a more comprehensive explanation of this, check out: "The 13 Sneakiest Tricks, Tests and Mind Games of Women--That Men Keep Falling For")

A very small group of men have figured out the social game and are giving women a taste of their own medicine. They are called - - JERKS! My own definition of a JERK is someone who gets the maximum benefits such as respect and priority in a relationship for putting in the absolute minimum amount of time, effort and energy. It's been said that the word JERK stands for Just Expecting Respect Kid! Regardless if you are a man or woman that wants more respect and priority in your relationships, this book will help you from a social self defense (mentally & emotionally) all the way to getting someone wrapped around your finger. –Your choice!

I personally believe that this eBook will outsell the Bible itself because of the enormous market potential created by people caught between confusion and pain in relationships. That's the good news. The bad news is that it's been said that we live in a society that every 24 hours around 1,000 people attempt suicide, (100 of which succeed), there are new drug addicts, people dying of alcoholism, and thousands more experiencing their first mental collapse. Many of these tragedies can be attributed to people who got frustrated and disappointed after they bought into a bill of goods that said the more you give in relationships the more you get out. I believe, to an extent, nothing is further from the truth.

The big bad Social Marketplace takes no prisoners and doesn't operate logically. Fortunately, it does operate with predictability. Remember the Social Marketplace is as useful as gravity to fly in a directed manner and as deadly as gravity where you can fall to your death. It's as calming as the sea and it's as punishing as the sea. The same water that powers electricity through a dam can drown you. The same sun in the sky can help keep you warm enough to survive in the cold can burn you or even kill you in the desert. **You won't be able to control the forces of nature or the Social Marketplace, but**

you can control <u>your</u> thoughts, perceptions and actions. You can decide to adjust the sails on your boat to get you to where you want to go, or just complain that the forces of nature don't want you to succeed. Remember, if you know how to swim, it doesn't matter if you are in 4 feet of water or 400 feet of water. Now it's better to learn in the kiddy pool where you can still stand up if you have a problem, but eventually the "training wheels will come off" and I will "push you out of the nest" because I know by the end of this eBook you will be able to fly in the Social Marketplace. But not before you learn a few things about women that most men who have ever lived on this planet have yet to figure out.

Even if you get nothing out of this eBook or make it past the 1st chapter, let me give you one of the most important points to take with you: **<u>Nothing on this planet will help or hurt your financial success more than your relationships with women</u>.** For every woman who is behind their man and helped him become a success, there are 10 or 100 times more women who screwed a guy out of every penny he ever made. So believe in the phrase that I've heard from several older and wealthier guys:

"In the end, whether you wind up with a 'nest egg' or a 'goose egg'

depends on what type of
'chick' you marry."

Introduction

"If you listen closely,
you can hear the cries
of a thousand lost souls."

-Anonymous

Did you ever read the "personal ads" in any online dating site on the web or newspaper in America? I do not view them as people trying to meet people, but rather as cries for help.

The numbers grow by the thousands everyday of those who add their name to the list of hopeless dreamers waiting for someone else to change their life and alter their destiny. If that is how desperate this world has become, we have an even greater deficit on our hands. With this type of social inflation, love today doesn't buy what it did yesterday and as a result, meeting places and online (or off-line) dating services have become a multi-million dollar industry with no

guarantee of satisfying results. If you want to get the "Insider Information" on how to succeed with internet dating check out: http://www.1shoppingcart.com/app/?af=329014

Nice-guys are used and abused for their efforts and it is just a matter of time before they hear their girlfriends use the "F" word - - Friends! As used in the "nails scraping on a chalkboard" phrase: "Let's just be friends". Usually followed by plans of keeping in touch by talking on the phone the next time it rains or when the Jerk she is going out with is blowing her off. As you're talking to her on the phone, she'll probably stopping the conversation a few times so she can be checking her voice mail and email to see if the Jerk bothered to call. There are really only two reasons why a woman would be in a relationship with a Nice-guy: 1) Money and the concept of financial security, and/or 2) Being able to control him to meet her every want, need, desire and wish. If they say it is for ANY other reason, they probably lie about other things as well. The attraction just isn't there with a Nice-guy for many reasons. However, when she realizes that her biological clock is ticking and it's time to settle down she might realize that her "fun social prospects" have either run dry or are looking for a job. So what does she do? She settles for a financially established and secure Nice-guy to take care of her the rest of her life

and just wishes she had half the fun today as she did in the "good old days" with the fun and unpredictable Jerks she dated.

It's getting to the point now that I would support the idea of a guy going to pick up a girl for a date by saying: "Here's $50 bucks--$30 for dinner, $10 for parking and $10 for the movie." Then give her a hug good-bye and still have time to catch the football game with his buddies. I'm just kidding. Where in the world are you going to spend $10 for two people to get into the movies?- Ha!

Now if there is one thing people are interested in, it is less effort and more rewards. The story of the prodigal son makes absolutely no logical or intellectual sense whatsoever, but it still works to this day. That is the story of the two brothers working for the wealthy father and one son decides to leave home and wants his share of the family assets and inheritance. He squanders all of his money on good times and then returns home. The father is so happy to see him that he decides to dress him in the finest clothes and throw a party. The son that was working hard all this time reminds the father that there was never a party for him and he is the one that has been working like a mule and obeying his father's every wish every single day in the hot sun. The father tells him that his brother "was lost and now is found".

Meaning that everybody has the urge to go where they think the grass is greener. However, until you learn for yourself that it isn't, you will never fully appreciate what you had in the first place. Just keep in mind, the grass might be greener—but it still has to be mowed!

As far as the Social Marketplace is concerned, it is the story of the "prodigal boyfriend". This is the guy that is really not comfortable with the idea of a serious relationship. He wanders off, cheats on his girlfriend, has tons of fun and returns to be just as accepted as he was before and possibly even valued more than a boyfriend that never wandered because she believes he actually found out for himself that the grass might be greener but it still has to be mowed. She believes that he lost his way, and then found his way back to her—how romantic!-- Yuck! The hypothesis of being the best girl for him has now been tested through the fact that he decided to come back to what means more to him. This proves to her that her love for him is more powerful, strong and influential than any woman or good times he experienced on his little stray away from the relationship.

This is definitely a social handicap for people to communicate that they would never leave or hurt the relationship they are in because chances are that is has never truly been tested. The sport of

bowling has a stupid handicap rule as well. This is where bowlers with lower averages gain points to assist them in winning the game. It seems the worse off your average is the more benefits you receive and less effort you need in order to win. This is also true in the social marketplace and why I say:

"The new law of the Social Marketplace is survival of the <u>un</u>fit; Nice-guys are becoming social dinosaurs because they are not having sex and reproducing."

-F.J. Shark

I don't claim to have "all the answers", but I do have some good ones. So don't ask yourself if we can afford to learn a new angle on the social marketplace, but rather if you can afford not to.

1

Play to Win

It’s been said that:

"Sadly enough…
Nice guys finish last."

WHAM! Jim's fist smashed into the wall, unlocking a reservoir of frustration and pain, which only he had built up inside. As usual, it was too late for his emotions to explode and the only one he was hurting and cheating was himself.

His so-called wife had taken full advantage of another situation and created a series of arguments just before storming out of the house with their child, leaving Jim embarrassed in front of his own family, stripped of his pride and rape of his manhood.

She had mastered and played his hot buttons like a professional musician on her instrument. This was definitely not the first time, nor would be even close to the last time an ego crushing experience would enter the relationship and sting Jim right where it hurt. It was obviously clear that he was emotionally and socially poor, well on the road to a destination of mental bankruptcy.

Every single effort of love Jim's part went unnoticed, unappreciated and eventually thrown away like a cheap free sample you get at the grocery store on Saturday morning. Trying to talk about problems in his relationship was like throwing good money after bad into a failing business that has so much momentum on the downward spiral that every second you sit on the edge of your seat clinching the armrest with complete uncertainty, except for the fact that you are destined to crash and burn.

After reevaluating his past actions, Jim put the blame on life itself-- that he was dealt a bad hand in the card game of life. He now believed it was just his job to except at all in stride and this is just the way it was. Whether it made sense or not, it didn't matter anymore. After all, he was a caring and loving husband, supportive dad,

cooperative and helpful son, nicest friend you could ever have. Not to mention being a business mentor and trusted advisor to all of his clients. As well as a shrewd, hard-working entrepreneur that provided more than enough for his family. He had always met his wife's every wish want and need, yet seem to come up empty-handed and unrewarded for his efforts. He often got the feeling that whatever he did—it wasn't enough.

Even when it seemed Jim was winning all the battles, he would still lose the war. For example, when he was in his dating stages, he believe that being well-liked by his girlfriend's entire family carried with it some magical powerful influence. I guess this was his idea of an insurance policy. In the event of a relationship ending argument, this weak prayer would bring her back because her family would talk her into it by reminding her of all his good points. As if it actually mattered to be admired by her parents as the type of guy they wanted for their daughter, best friend to the potential brothers and sisters-in-law, while being approved by the grandparents as well--even trusted by the dogs in the family. If the statements were true, the type of boyfriends brought home that parents have nightmares about, would never receive a second date.

Sadly enough, this is where a Nice-guy would pay the dues and this type of Jerk would be receiving the membership in any relationship for minimal efforts, while being rewarded with the maximum benefit package of respect and priority among everything else, a woman could offer- emotionally, mentally, physically, sexually, etc.

I'm not being negative here, I'm being accurate. I wish we lived in a world where we are a rewarded for being courteous, generous, kindhearted people, but the reality is that we don't. The reality of the social marketplace is how it is, not how we wish it was. The horrifying truth is that we live in a world where every six minutes a woman is physically attacked, every three minutes a woman is raped, the average married couple speaks to each other four minutes per day, and most people have already figured out that the more you give a relationship, the less you receive.

How many times have you seen someone more socially successful then you, who seemed to put in a very little effort (if any at all) and reap the social rewards most people dream about? What makes some people gain respect and priority as they abuse the unfair advantage they have while others are treated like a consolation prize

and continue to lose the social shell game? Were some people provided with special 3-D social glasses in order to see what others can't? At one point in time, somebody came up with the phrase: "It's better to have loved and lost than to have never loved at all." What does that mean? That makes as much sense as: "It's better to have driven off a cliff than to have never been in a car."

Why would anybody be concerned about being nice? They nicest like the cover page of a term paper or extra credit worth only 10% of your final grade. The point is-- that your term paper, final grade and relationship can live without it only if your term paper has the necessary meat and potatoes that was required of it in the first place. Why bother doing a 10% extra credit project, if you never did any of the other work? Or it was all the wrong research and information that didn't work and fit with the way the teacher and educational world wanted it? Why bother spending the majority of your time on the "cover page of your life" when people are primarily interested in being part of a juicy adventure story. If you make your life exciting adventurous enough, people won't care about your "nice cover page", as long as they can get on your team, and be a part of the memorable, intense fun that they will tell their grandchildren about.

But don't worry. Everybody knows that "Nice-guys win in the end". What end? Marriage-?--otherwise known as “early retirement” for most women. At least that's what women want you to believe as they are running around having intense fun and sex with Jerks until they want to settle down with a Nice-guy to foot the bill for security in her life (i.e. house, car and children) when the party is over. This is equivalent to a sports car having miles put on it and then when the motor a shot, finding another owner that you can go a little slower with and won't know the difference anyway. Now that the good times in parting stages are over. (e.g. Because this will be the first time in his life that the nice guy EVER got his hands on such a hot car / body.) Now, unless you like going around after parties are over and finishing what people didn't drink (watch out for those floating cigarette butts—Yuck!), and eating the leftovers that fell on the floor, or people spit out on their plate, I suggest that you find a way to get invited the party when it starts.

In other words, you must either. . . .

2

Learn or Burn

It's been said that:

"Winning is a habit,
unfortunately, so is losing."

If you are sick and tired of getting sick and tired with women, and you can do the right place! Relationship pain is that its all-time high in the Social Marketplace. It seems people are only interested in the fun and excitement, yet nobody has time for the pain of working out problems.

Remember the TV show "The Love Boat"? The captain would greet everybody at the door and wonder who he is going to be entertaining for the rest of the evening, while somebody else was steering the ship. Women are the prime example of this with what I call "Authority Without Responsibility" attitude, which is equivalent to wearing the captain's hat and not steering the ship, in a relationship.

They want the power and control in the relationship, but most of them expect the man to handle all the work, so they can focus on having a good time and not be responsible for any consequences.

Did you ever notice the elephant at the circus that was tied with the tiny 4 foot rope? The reason for this is that when the elephant was younger and smaller it was tied with a similar rope. He pulled and pulled on the rope till finally he gave up and never tried again to this day, when he weighs a few thousand pounds more. The elephant will never question the strength of the rope again because of what it was taught to believe.

The old-fashioned core belief of the Social Marketplace is that the social universe, including all men's individual worlds, faithfully orbited around the most powerful center of gravity -- Women! This is comparable to the Geocentric Model of the universe, which stated that all the planets revolve around the earth. Sadly enough, for hundreds of years, people believed in this way of thinking to the point of being punished, tortured, and even killed by their government and religion if they even questioned its truth. Fortunately, for all of mankind, a few courageous astronomers did not accept this belief and observed for themselves, what was really going on and came up with the

Heliocentric Model of the universe, which places the sun in the center with all other planets orbiting around it.

Our parents made the mistake of teaching us good little boys to grow up and be responsible polite gentleman, treating women with special velvet gloves and always being sure to putting their wants, needs and desires ahead of our own in order to keep them happy. I experienced enough social pain in my life to come to the conclusion that our parents were about as right as the governments and religions that supported the idea of the Geocentric Model of the universe.

Don't get me wrong. It's not that our parents were out to harm us. The fact is our parents were giving us the best information they could, with the resources they had. They probably received the same information from their parents and grew to believe it with complete acceptance without ever questioning its truth. Like the elephants or the people of the Geocentric Age.

With enough social pain to drive me, I set out to do something about the package of social beliefs that I was sold. My quest for such profound knowledge attracted me to a Tony Robbins' seminar, where participants actually walk barefoot on 12 feet of 1800° coals of fire

which was used as a metaphor for breaking through limiting beliefs. (Do NOT try this new pick the skill at home or anywhere else without the correct supervision of trained professionals and people crazier than yourself!). The seminar taught me such things as: If you want to be healthy, study health; and if you want to be wealthy, the study wealth. Therefore, I thought if you want women, and study women and the Jerks they love. Every woman I know desires rock 'n roll musicians who are either playing at a sold-out sports stadium or a local nightclub. How many times have you seen women literally throw themselves at some unattractive, skinny, unmannered, financially poor musician, who couldn't care less if she was alive? How about a **Short, Broke, *Bed-Wetting* Waiter, With No Car, a Beer Belly and Bad Breath Who Attracted and Dated a Young, Wealthy, Beautiful Businesswoman?** I'm serious, check this out: http://sharkman.shely100.hop.clickbank.net

These rock 'n rollers all share the same common denominators of beliefs and actions about women. They have a high conviction and resolve about what comes first in their own life as well, which is #1 the band, #2 the band and #3 the band. Their own selfishness is justified, because they are only trying to make themselves better musicians- which indirectly and directly, benefits the band. The

bottom line is that musicians can get as much sex as they want from as many women as they want by putting the least amount of effort and energy into any relationship with women. The purpose behind this book is to model the most socially successful people, (find out what they know, what they don't know, what they care about, what they don't care about what they say, what they don't say, what they do and more importantly, what they do not do). This will not only increase the amount of women in your life, but more importantly, the quality of women in your life. Or maybe you just let you attract that special someone for the long term. Not only can this all be accomplished in record time, but it can be accomplished by decreasing the amount of effort on your part.

Some of you will respond and pick up on this material like second nature, while others will have to make some adjustments, like my '81 Chevy Camero that had its spark plug wires mixed up. If you think of it, at one point in time, tying your shoes, a simple magic trick and riding your bike, all seemed next to impossible until you learned some simple distinctions and practiced a specific strategy. So put on the training wheels and follow this social success recipe. If you stick to the game plan, you will find truth in the old saying: "If you do what you've always done, you'll get what you've always gotten".

Did you ever see how a movie is made? I had the good fortune of going to Universal Studios in California where they take you behind the scenes to show you the Hollywood special effects that are not shown to you at home. It seems simple, only after you saw how it was done. Magic carries with it the same type of mysterious illusion until you see how the trick is performed. What I intend to do is take you behind the "Social Scenes" and show you the social tricks man has been falling for, as well as, that "Man behind the curtain" like in the moving "The Wizard of Oz". The frightening truth is that you will find a woman behind the curtain pulling strings, pushing hot buttons and creating all the special effects and illusions that we are not supposed to question, because: "Women have spoken!... hear them roar!".

Most women are a bit concerned that I am blowing their social cover as I introduced techniques, strategies and beliefs that were only found in the "girl talk" at slumber parties, national female magazines and tacky romance novels, but that just tells me that I am on the right track.

"Sexcess" in the Social Marketplace does not involve the phases of the moon, luck or even Hollywood special effects; it comes from

mastering the social fundamentals. Did you know that in order to achieve the rank of Black Belt in Karate, you need to master only eight basic moves? Did you know that the association that creates the A.C.T. and S.A.T. College tests have openly admitted that there are only so many formulas to give examples of? For example, there are all in so many green trains leaving for Los Angeles, traveling 69 mph that will meet our red train going to Chicago and 66 mph. The color of the trains, their origin, destination or speeds is completely irrelevant if you know the correct formulas that will allow you to plug in the numbers and complete the problem. I understand that people are all unique and should be treated like individuals. However, there are certain social patterns of input and output that need to be mastered. Some are like the laws of gravity and can be counted on 100% of the time. Others are like playing the odds in a casino. But what I have set up for you is like having the odds of the casino instead of having the odds of the gambler. Mastering these techniques would provide you with the unfair advantage of a student who has the answers to the test they are about to take. Not mastering them provides you with the painful reality that I was right.

Certainly, though one person who has a true unfair advantage in the Social Marketplace is. . . .

3

The Diamond Player

"Women are like dogs;
the more you beat them,
the more they love you."

-Shocking words of a convicted wife-beater

It was 5:30 a.m. Sunday morning. My family and I sat with great anticipation to hear my voice come through the radio from an interview that was conducted weeks before on Chicago's most popular rock 'n roll station.

The young listening audience for miles and miles were probably just staggering in from Saturday night. To our surprise, the show that was played right before mine was about wife beating. "Oh, great, just what I need right before my show." I said sarcastically. I thought to myself: "Who was the marketing guru that put a show about wife beating right before they bring on the president of the Jerk School

Seminars!" Luckily in my defense, when I was interviewed, I mentioned that I do not support the idea of physically abusing women, nor does any of my material relate to pick up schemes or juicy one-liners that every woman is just thirsting to hear. I also was willing to admit that I have never used illegal drugs or even got drunk with alcohol. Sadly enough, most of the Jerks that have women wrapped around their fingers fit the description of the drug, alcohol and girlfriend / wife abusers.

On another occasion, during a live interview with people calling in to the radio show, I remember a specific woman who obviously called in to voice her lack of support for my Jerk ideas. Sensing that the listening audience was going to be on her side if I didn't do something quick, I immediately began to think of a way to turn the tables on her and regain my credibility and sincere interest in helping people. Instead of yelling and screaming at her, I simply asked her of few questions and through her completely off-balance. I asked her what the average length of a relationship was that she had with the boyfriends that were Jerks. She said that they lasted about 2-3 years. I quickly asked her how long she had ever gone out with a Nice-guy. She said that it was about 2-3 weeks at most, and many of them not even getting a second date. I then said: "Case closed! Next caller!".

This proved that she did not even realize that she was dumping Nice-guys left and right without even giving them a chance, she was hanging on to Jerks, hoping they would someday change into a better boyfriend. Maybe she did not even realize she was doing this. All I know is that she was not attracted to the Nice-guys and obviously attracted to the Jerks, because that is where she spent her time, effort and emotion.

Women will tell you all day long about the qualities they want in a guy. Yet they will never go out long-term and have fun with someone that needs that description. Women are even willing to admit that it is stupid to go out with Jerks, but they still do. Most women involved with jerks actually feel useful because they: 1) have a sense of being needed, 2) have a chance to decide their parents like a naughty little girl, 3) prove people wrong (like her friends, brothers and sisters) on the idea that he is not such a bad guy after all. She will make excuses for the Jerk. She will cover up his mistakes. She will even lie for him in order to change her family and friends' perception of him so that they will admit that they are first impression of him was wrong.

It seems that Nice-guys are the health food of the Social Marketplace, because they are good for you, have no taste and are pretty boring. Jerks, on the other hand, are the junk food, that everybody knows is bad for them, but they get eaten anyway. Any candy and junk food manufacturer in the world has a much easier time selling their product over health food, because the junk food people can excite you on the fun and high levels of intensity, as they splashed the flavors on the TV screen and show people having a good time in the process. Everyone, especially women either want to go on diets or eat healthy so they live a long prosperous life. But the problem is that people's willpower and discipline will be beaten down by their biological need to live for the moment and enjoy today. They justify this by saying things like: "Life is too short" and "I just want to be happy". And my personal favorite: "Why bother going on a diet or exercising when you are eventually going to die anyway. I'd rather spend the time eating and having a good time".

You are a product in the Social Marketplace, and you have a choice. Either have your product sit there on the shelf as people go past and say that they will start that diet tomorrow, next week, next year or you can be the product that gets purchased.

"Nice guys are on the shopping list going into the social marketplace, but they are not in the grocery cart coming out."

-F.J. Shark

Wanting my product, (myself), to not only sell, but have a great demand in the Social Marketplace, I began to act more and more selfish with a myopic, on interested in view toward relationships. Maybe it was the fear of getting hurt again and again. I became more of an introvert, and all of a sudden life did not make that much sense anymore. The strange thing was the more interested and selfish I became with women, the more women would be waiting in line not just to go out with me, but spend their boyfriend's hard earned money on me. They would try and sell me on the idea that relationships cannot only be fun and exciting, but one of the best long-term investments of my life -- NOT!

In a short period of time, I became that one guy they couldn't control, because I had no interest in the relationship. I became that one guy, every girl wanted, because no girl could have him for herself. They tried and tried to tame me like a wild Mustang horse that seems interesting and exciting, not to mention not being able to ride. The

uncertainty of when was I going to call or would I ever call again was driving these girls crazy. I felt like I owned their mind, because they would tell me that they couldn't stop thinking of me or the next time we were going to go out. This is every marketer's dream, and this is where the Jerks abuse the power they have because they have a monopoly on the fun intense highs.

Women go shopping to satisfy the need of "instant gratification". They think: "I see it; I want it; I buy it!" This gives them a sense of control which is why women shop when they are stressed or to celebrate a good time with friends. It's like what people do at the neighborhood bar. People come in to drink when they are depressed and people come in to celebrate after their team won the big game. Anyway, a woman can get the instant gratification from shopping and is only limited to her cash and limits on her credit cards. This is where Nice-guys come in. Nice-guys provide women with instant gratification by doing whatever she says anytime she says it. He becomes the genie in the lamp. What ever she wants and wishes for the Nice-guy will answer with: "Your wish is my command." And then he will carry this through until she is satisfied with his actions. When a Jerk doesn't even flinch when a woman makes her demands, her brain starts to fry. Women are so used to getting their way with instant gratification that

she becomes possessed and fixated on what ever is standing in her way. **The Jerks message is: "You can't have me because you're not worthy."** She will want nothing more than to get him and keep him from that point on. (also see Chapter 14 "Making Yourself a Challenge")

I considered myself to be a "Player" in the Social Marketplace, and it felt like the cards of life had dealt me 4 Aces. The best part was that it required very little time, effort and energy on my part to achieve all of this. I thought I was on top of the world. As girls would sooner please me and want to be with me more than their own boyfriends. I was obviously creating some sort of attraction and deep intense feelings in all of these girls that seemed to be lacking with their current boyfriend relationships. These other boyfriends seem to be paying the dues, while I was exercising the membership. I really "had a tiger by the tail" as the saying goes, because I had all this going on, unfortunately, I did not know what I really did to create it or keep it going. It would be like Thomas Edison generating light, and then noticing he forgot to write down the last few steps in the formula of what he did. –Oops!

There is another saying that says in order to succeed you must "ride the tiger" or “ride the bear”. The reason why you must "ride" the animal is because if you fall off their back they will kill you. Well, if you live by the sword, you should expect to die by the sword. One girl that I was actually in a relationship with (and started to fall for) brought to my attention that she wanted to start seeing other people and couldn't make any promises about the future of our relationship. She said, and I quote: "Ya see, it's like if you've got crystal, and you've always desired a diamond, you go for it if you get the chance!" I guess this meant that there was someone better than me that she wanted. Maybe he wasn't better than me, but she certainly wanted him more. And that's worth all the marbles.

This is the point at which most people on this planet would consider jumping off a building, a bridge, crawling under a rock or start to feel sorry for themselves as their heart had just been smashed into a million pieces -- Not me! To this day it amazes me about what I said to myself after she left my apartment. I yelled: "Wow! Holy Sh*t! That's powerful! Full point! I didn't see that one coming!" I began thinking: "How could some guy come along and just take over a relationship that actually had some substance to it? How did he create such a powerful influence over my woman in such a short period of

time without me even knowing? How could he win against me? After all, I'm the one with 4 aces!”

Later, I learned that in poker, however rare it may be a Royal Flush beats 4 Aces any day. From that moment, I wanted to be the hand that winds across the board like the Trump Card of the Social Marketplace. Why bother with other combinations, if you can have the one that takes over in a heartbeat? What I'm talking about is becoming not just a Player in the Social Marketplace, but a DIAMOND PLAYER.

The first thing a Diamond Player learns is the definition of. . . .

4

Love: The Most Expensive Illusion Known to Man

I heard that:

The first time you get married it's for love.
The second time you get married it's for sex.
And the third time you get married it's for money.

Would you invest in a business franchise that had a 50-60% failure rate, 70-80% of the investors were disappointed on the return on their investment, and 30-40% of the investors openly admitted to cheating on their business partner? Then why do millions of people invest in the most frustrating, disappointing, unrewarding and costly business in the world -- Marriage (still the number one cause of divorce!).

Have the 80 million single people in this country gone absolutely out of their mind?--Especially men. I know why women want to get married, but guys should ask themselves: What can they get out of marriage that they can't get out of a dating relationship? Sex, closeness or even being part of a family does not require a legal, contractual, binding document called a Marriage License. If you think of it, all of the above would probably even lose some quality and value through a marriage relationship. The sex goes from all the time, to 2-3 times a week, to 2-3 times a month, to 2-3 times a year, to 2-3 times every Presidential election or driver's license renewal. You'll be saying things like: "Hey! My wife and I had sex last night, and it's not even a Presidential election year, so it must be time to renew my driver's license". Seriously, (I wish I was joking) the only thing I see a guy gaining from marriage is something called – alimony!

I'm not blaming women. If I were a woman, I would do the exact same thing. Let's see, if I were a woman, (F.J. Sharkette). I would have as much fun intense emotional highs (i.e. sex and other related fun) as I could with as many wild and crazy, unpredictable and mysterious, spontaneous and adventurous, funny and not so bright Jerks as possible until I was in my mid to late 20's. Then, I would start looking for a Nice-guy that went to college even got his MBA, had

a well-paying career or business that I could settle down with. I would begin to control him by giving him the hottest sex of his life as a reward to meet my every want, need, desire and wish. He would become like a genie in a bottle that I would just rub a few times and get what I want. This would help make up for the fact that I was not attracted to his boring lifestyle and still manage to get something out of the deal for myself. (Sound familiar?).

After about 5 years, I would divorce him by saying: "I just don't feel the same way anymore. You understand, don't you? After all, you're the most understanding man I know." In order to save the marriage, Mr. Nice-guy would probably suggest family counseling and reading some "Love Doctor's" book-- (who by the way, is afraid of risking his / her reputation by revealing the truth about relationships and thinks that their books, tapes and seminars will sell because they have "Ph.D." after their name). The Nice-guy would learn things like drawing a line down the middle of a piece of paper and working out our differences. They will also suggest that we tell each other how we really feel about every single situation throughout the day. This will kill the fun and excitement, in relationship faster than chemo on cancer. After he bored me to tears, I would cheat on him with his best friend or co-worker. Even better, his best friend's wife or female

coworker! This way, he thinks he turned me into a lesbian! Then I would take Mr. Nice-guy, to the cleaners for everything he's got. I would justify this by saying: "After all those lonely nights that he worked in so long and forgot about me at home and all the work I do to keep this house running smooth -- I deserve it!". (Does it sound familiar now?!).

Most of these "Love Doctor's" books preach about being understanding, caring, trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brave, clean and reverent. (That old Boy Scout Law just won't leave my mind!). The authors relayed their boring information in a very passive way; by telling us all what we want to hear and that tomorrow is another day. I say tomorrow might be another day, but soon tomorrow will be today in the same problems will still be here. The key distinction between the Love Doctors books and this one is that they tell you what you <u>want</u> to hear, and I tell you what you <u>need</u> to hear!

I do not feel sorry for the "social victims" regardless of sex, because I believe in the Social Marketplace; there are no victims, only volunteers. Haven't men been hurt enough by women striking at their egos by saying that they don't make enough money to keep up with

the Jones's? The grandmas of yesterday are becoming extinct in the new social evolution has given birth to a new woman, who has her own money, her own career, her own car, her own home and sometimes her own single-parent family. Long gone are the days of not letting your wife have a driver's license so she has to depend on you to get to the store. Long gone are the days to tell your wife to stay home and watch the kids, because you are leaving the cave to go hunt for some money. Women are now thinking for themselves, and most guys aren't thinking at all. It's been said that the larger a woman's breasts are the less intelligent she is. I submit to you that the truth is: the larger a woman's breasts, the less intelligent the guy becomes. -Ha!

In the everlasting fight for equality among the sexes, there are too many inconsistencies to the equation. I strongly believe that society was made to benefit women in the first place. Take a look around from divorce settlements to a Barbie doll having Ken, while, G.I. Joe had nobody. It's perfectly acceptable for two women to dance together if they can find a partner and not for men-- in most cases.

"Never trust a good woman,
and avoid the bad ones."

-Chinese Proverb

Other classic coincidences that are a catch 22 and perfectly set women up in "Win/Win" situations are:

- Women want men to make all the plans on a date by being prepared, but if he does, she complains that he did not consider her feelings or he is not very spontaneous.
- A woman will get mad if a man is 15 minutes late to pick her up for a date, but she can keep him waiting 45 minutes, while she finishes getting ready.
- Women say that if a man gets lost driving. He is too macho to ask for directions, yet if he does, she thinks he is a stupid idiot that does not know his way around town and doesn't have the confidence to figure things out for himself.
- If a man offers his seat to a woman on a bus or offers to help to do a physical task, he is sexist. If he refuses to help, then he is not a gentleman.
- When an object to words like: "businessman", "Chairman", and “mankind”, yet I never heard one complain about the phrase: "Women and children first!"
- Women want an ambitious, successful man, but complain when he can spend time with her because he's putting in the long hours of success.

- Women want a man who treats his mother well. Once they find him, he's called a mama's boy.
- If a woman wants to date a few men, she is exploring new options. If a man does this, he is afraid of commitment.
- Many women objected taken the man's last name in marriage, because it is an outdated and degrading tradition. However, they do not object to tradition, when it comes to the man spending two months salary on an engagement ring.
- When a woman wants to have sex, it is a beautiful expression of her love. When a man wants to have sex, he is a sick pervert.

And my personal favorite:

- When a woman puts down men, she is a woman's libber who is fighting for the rights of all women. When a man puts down women, he is an insensitive Jerk!

If I were to die and become reincarnated, I would want to come back as a beautiful woman. Street smart women can sit around all day and watch soap operas and eat ice cream as they think about which one of their boyfriends they will let please them tonight.

What this P.M.S. stuff? No, it's not: "Putting up with Men's Sh*t". It's more like: P-ss and Moan Syndrome! Once woman knows

that you are addicted to her, the P.M.S. starts a week early, lasts more than a week, and then flows into "Post Menstrual Syndrome". This leaves less than one week for sex with you, which he spends out with her girlfriends looking for a more challenging guy. You, in the meantime, are busy you working off items on your "Honey, do" list and wondering if the centerfold of "Miss October" really does care about planting trees in the desert. To fight back for the equal rights of men around the world, I have come up with some P.M.S. that guys can use to even the score. It stands for: Pre (and Post) Monday Night Football Syndrome" which starts on Friday night. When we go out with our buddies and continues well on through Wednesday, as we discuss scores and complain about plays that should have happened.

With this type of crazy social insight, you should have no trouble at all understand the meaning behind. . . .

5

Anti-Physics at its Finest

I heard that:

Less effort creates more results.

Crowds stink! Looking around at an exciting amusement park on a sunny day, you see the faces of disappointed and frustrated people who have come to the realization that thousands of other people had the same idea – to show up today as well.

I remember walking toward the exit of the amusement park recalling all the fun intense highs from the day – steep roller coaster plummets to soaking wet water rides – that my friends and I took part in and had the front row in most cases. However, I was continuously interrupted by the bitching and outspoken complaining of most of all

the other people around us. All I kept hearing was: "I can't believe we waited 3 hours for a 30 second ride!" and "This sucks! I spent $36 to go on 2 rides and wait in line again for expensive and tasteless food!" My friends caught wind of the complaints and asked me: "Where these people in the same park as us? How were we able to go on all the rides we wanted (some twice and front row) and had almost no lines for lunch?"

The answer was simple. When the park opened and the majority of the people went for the most popular and newest rides, we were going to the shows. While other people were going to lunch, we were on the newest rides and had almost no lines. After most people ate lunch they wanted to sit and rest, so they went to the shows while we rode the best rides again and then ate a late lunch. I purposely suggested ahead of time that we do the opposite of the majority of people in the park and my friends had no idea of the value of this decision until the day was over. This belief that "The masses are asses" and "If you want to become wealthy; do the opposite of what the poor people do." This way of thinking holds true for amusement parks, business, the stock market and especially in the Social Market Place where the big picture is playing—Life!

Any amusement park of similar example is like a microcosm or life itself. You will have winners, losers and people wondering what the game is all about. I'm here to tell you that there are not too many women breaking down the door of a nice-guy who plays his life according to the masses and is like everyone else in his need to be accepted.

Two guys can go out with the same woman (even at the same time) and get treated completely different. (As mentioned in the opening story at: www.WomenFiguredOut.com) As a result, it seems she is happy when she is with the Jerk, who becomes like an addictive drug that she cannot get enough of, and complains to her friends about how he mistreats her and reminds her of how boring they (her friends) have become. On the other hand, Nice-guys are used as emotional teddy-bears that are left on the shelf or lost in her pile of stuffed animals until she needs to cry on them. If the Nice-guy makes himself available enough to cheer her up, then the problem is that he becomes like court jester trying to make the queen laugh and then is sent on his way until he is needed again. In the meantime, she looks forward to going out with her friends, who are more exciting than he is and hopes that the other mysterious, unpredictable Jerk will call her who is more fun than all of them put together.

Jerks and Nice-guys are about as far as you can get on the social spectrum. Nice-guys appear to be next to perfect. I have news for you: If a woman cannot get any attention from her friends by complaining about your negative points, she will look for one or even make one up if she has to. If you believe that she will brag to her friends about how great you are to point that you will be fighting them off and making her jealous because your demand is going up – you are wrong my friend! I'm not saying this type of action never works, I'm saying that I like to put the odds in my favor and play greater percentages that have a more meaningful impact in order to make a lasting impression in her mind.

If you have many faults up front, which she recognizes (being late, canceling dates, blowing her off, etc.) then believe it or not, as she is complaining to her friends about you, what is going through their minds is that they can be "the one to tame you" and reap the rewards for themselves. It's like the cowboy that makes a comment about a mustang: "I just can't break him, he's just too wild!" The other cowboys know the ego rewards of being the one to break this mustang that everyone is talking about getting thrown from, so it becomes the "next mountain to conquer". You want to be that

mountain they can't conquer. Think about the climbers of Mount Everest. Even if you attempted to get to the summit of Mount Everest you have the respect of non-climbers and climbers who may have made other successful climbs to other mountains—but those other mountains were NOT Mount Everest. So, "No points for second place", as they say at the Naval Academy. And to quote the U.S. Marine and Seal trainers: "Do you know what second place is? The FIRST LOSER!" Are you so excited you're standing on a chair right now yelling: "Boo-Ya Master Chief!"

I really believe that old phrase I heard that states:

The one who loves the least,
controls the relationship.

Nice people must want something. Remember when you wanted that dog, guitar, stereo, car or just wanted to go to the concert of the rock band that your parents hated? Did you ever notice that even when we were younger, our parents sensed when we wanted something simply because of our hungry actions? How did you treat the last person who was "overly nice" to you? Did you feel they were up to something or trying to take advantage of you and insult your intelligence? Well, didn't it occur to you that women can pick up on

this as well? Better than most or all men I might add. Strangely enough, if you are continuously showing her that you are not interested in her by treating her like it doesn't matter if she is around or not, then you are not a threat to her freedom and are not trying to get or take anything from her by manipulating her. Then her defenses will eventually go down because you are not like the other 150 guys that hit on her today. You are not falling into that trap of sounding like a used car salesman with canned lines.

"Those that don't look hungry get fed."

-F.J. Shark's Golden Rule of the Social Market Place

If you do not appear to be hungry for a woman then she will think that your needs are being taken care of somewhere else and surprisingly enough start believing: 1) You are a disinterested prospect in her product and therefore she can turn you around and sell you on the idea of becoming an interested lead that might wind up kissing her ass and meeting her wants and needs. 2) If you are ignorant enough, she will take it upon herself to try and change you for the good of all society and think that for all she's done for you, you couldn't possibly cheat on her or leave the relationship. And 3) accept you as a challenge because you probably have a girlfriend and there are so very

few things a woman considers more exciting than the thrill of the hunt and capture / steal of another woman's man. This proves that her product and sales offer (her beauty and sexuality) is more powerful than some other woman's on the planet.

If you can't seem to "Keep the fires burning" in a relationship, it's because you are using the wrong means at the wrong time. The way relationships start can be compared to starting a forest fire in the woods. If you start with a big log (too much at one time), you will never get it lit, much less even have the chance to keep it burning. This is just like the Nice-guy who brings and offers too much to the relationship in the beginning and snuffs the flame. The Jerk, on the other hand brings very little, like kindling (broken sticks, dried grass, dead leaves, etc.) that is easy to ignite and then the girl is the one that keeps adding the emotional logs to the fire in order to keep him interested in the hot, spicy, burning relationship. She knows he can "create that spark" with most other women so she needs to keep him interested. Nice-guys don't create a hot burning fire of desire; they cannot even create that initial spark as in "spark of interest". Also as found in the sentence by women: "I don't know what it was. He was nice and I thought we would hit it off, but he had nothing that sparked

my interest and there wasn't any chemistry between us. The date was kinda boring."

Ah yes, chemistry. If there is one thing that gets two people interested in each other is the "chemistry" between them. If there is one thing that keeps people coming back to each other again and again, it's chemistry. Even after people are married they cheat and go back to former lovers because of what? You guessed it – chemistry. Well, kept in its simplest form, my definition of chemistry is what I remember from high school which is a reaction between two mixtures in the experiment. If two things were mixed together and didn't get a reaction, we wrote down -- "NR" for "No Reaction". **Make sure you stand out enough in her mind to trigger a "reaction" by being spontaneous, unpredictable, funny, adventurous, cocky and even a bit outrageous.** You will be anything but boring and you will at least have fun in the moment and have some great memories that will keep you smiling for years to come.

If she knows there is a spark there, then she will do anything it takes to keep you around. She will wind up doing all or most of the work in the relationship, in the last her mind is to cheat, because she doesn't have time to even look for somebody better or leave the

relationship because she has so much invested and needs to get something out of it. Now she is the social entrepreneur, throwing more good emotion after bad, and she decides to go down with the failing and sinking relationship because she has so much time, effort and energy invested.

Considering there is no such thing as a "love collection agency" in the Social Marketplace, the only way for her to collect the love she put in, is to be around him long enough until he decides to do something loving for her for a change. The Jerk, by this time, is keeping a roving eye open for some new girl, because this one is considered to be "no big deal" in his mind to do the fact that he was given everything in the relationship for free, and that is exactly the value he has on it.

Would you appreciate a team sport, if they didn't have tryouts and everybody made the team? How would you feel if they gave away all the trophies and awards on the first day for no reason? Athletes around the world put the greatest value on the events that cost them the greatest amount of focus through the high level of competition it offered. Therefore, if you receive your awards and trophies on the first day, why bother showing up for the rest of the season? Nice-guys

are a prime example of this by giving a girl free credit and trusting her to soon in the relationship. He also makes the mistake of becoming her personal slave for any worker she needs to have completed this interfering with her having a good time today. The girl links up in her mind, that if she did nothing and are rewarded for it, why bother changing her strategy and invest any emotion and she gets it all for free.

Ever go to the "auto show" in your city? I am usually at the Chicago Auto Show every year, and it amazed me, especially a few years back, when the auto industry was having some difficulty selling cars and the salespeople at the show were more eager and hungry for a sale than ever before. It was like a three ring circus, watching all of them fight to capture your attention so that they can hand you a bag full of information and tell you about their special financing and great deals with cash back if you like what their shiny brochures had to say. As I walked around, I noticed the exotic car collections, which included Rolls Royce, Ferrari, Lamborghini, etc. These cars had few salespeople and had most of the crowd standing in awe as they dreamed about one day getting behind the wheel of one of these incredible cars. They might have even been the reason that most of the people came to the show in the first place. I thought for sure that with the economy in

sad shape and the prices of these exotic cars so high, and manufacturers would be offering special deals on them. To my surprise, there was no bag full of information, no high-pressure salespeople and not even an attractive and flashy display of brochures around the cars. Out of all of the exotic cars, I noticed one that summed it all up. It has sign next to it that read: "At 207 mph, who needs of philosophy?!" Meaning, they are not going to give you a special deal or sell you on the new door locking system in the car. I knew a salesman that got a $4,000 extra add-on sale for the rear spoiler option. All he did was tell the customer that the spoiler will make the car go faster and he will look cooler! Ka-ching-- $4,000 sale! The salespeople realize that if you desire the emotional highs bad enough that this car has to offer, you will find a way to afford it. This selling strategy also keeps the general public, financially out of reach, which makes these cars even more rare and special.

If you think this type of arrogant attitude stops at the trade show, you are wrong! This was before the internet and I really wanted to get a brochure on a Lamborghini, so I drove to one of the dealerships. Thinking again, that if this is where most of the sales take place, he would make sense to offer some information, considering they are asking for 10 times more money than the

average car on the street. The salesperson said that they did not have any information on the cars, because their image sells themselves. They are also in no hurry to sell you one of their cars. So if you cannot afford it, then keep your nose pressed up against the window and dream on! **The exotic car's attitude, as well as the Jerk's, says: "You wish you could afford me!"**

If you have to continuously sell your girlfriend on why you should be going out with her, you are doing the both of you a disservice by creating the same cheap feeling people received when they heard the pitch of the hungry salesperson at the auto show. This will result in her believing in the old mail order saying: "If it sounds too good to be true, it probably is".

One of the greatest key distinctions between Nice-guys and Jerks is -- fear of loss. The Jerk has no fear of loss of the girl he is with because: 1) He knows there is an abundance of girls on the planet that he has yet to conquer, and 2) He has probably had better than the girl is currently with or at least gives her that impression by keeping a roving eye open for someone better.

I believe there are 3 stages in a relationship with comparison to nice guys versus Jerks. They are like the "Acts" in a theater play that keep repeating for every relationship. Act I is the Introduction where the Nice-guy believes that he needs the woman to make his life complete and together they will make a complete person. Because he is so hungry, he is willing to pay whatever price she asks. The Jerk during Act I is not hungry and doesn't need her for anything because he probably has more women than he can handle now. During Act II, the Nice-guy is convinced that the woman is the best woman he has ever gone out with. And the Jerk is convinced that he has had better. By Act III, the Nice-guy is stuffed and mounted as an easy kill when he communicates to the woman that she is all he ever need and **the Jerk is telling her through his actions that she is <u>not</u> enough**. And he has had better. These 2 completely different scenarios can send you in opposite destinations such as the difference between being the consolation prize and being the most valuable person in her life that she can't wait to see again and again.

A fork in the road is started and a single pivot point. You make that little 1% shift of where you're going and take that out. A month from now, a year from now, five years from now, 10 years from now, etc. you will wind up in a completely different place, just based on that

1% shift. What path you decide to go down is determined in a moment and then grows further apart as time goes on.

I'm glad I heard that:

Your ultimate destiny is shaped by the tiny decisions you make one at a time.

One key moment that decides your social destiny is as simple as how you ask a girl out regardless if it is the first or last date. If you want to go to the movies and bring some girl, the way you ask is a key factor in the path you're about to journey down. The conversation between the nice guy and a potential date would be something like:

Nice guy (N.G.): "Cheryl, do you want to do something this weekend?"
Cheryl: "Like what?"
N.G.: "I don't know, maybe like go to the movies or something?"
Cheryl: "What's playing?"
The Nice-guy will read her the entire list of movies at three different locations and wait for an approved response. This is your first step down the path to the destination of being an approval seeking wimp that will be wrapped around her finger by the end of the evening (if she does decide to go out with him, and there is nobody else around to

have fun with). This approach gives her too many options to pick from, and too many chances to cancel out. The Jerk's conversation would go something like this:

Jerk: "Cheryl, I'm going to see XYZ movie, and 9:30 tonight. Do you want to go with?"

Cheryl: "Oh yes! I was hoping you would call. I thought you forgot about me! When are we going?"

The rest is history. This approach quickly gives her the impression that you know which you want, you're going after it (the movie), you have a busy schedule, and you are going to have an awesome time with or without her. **The focus of the date is <u>not</u> her**, it's the movie. And if the movie is your focus, she will do her best to distract you and try and keep the focus on her. Even if she cannot make it to the movie for whatever reason, you have given her the impression that seeing a movie is more important than seeing her and you will proceed to call the next girl and her little black book and put her name at the bottom of the list because she had her chance. You are the one in demand and she has the opportunity to have a good time and jump on your fast-moving "train of fun". Now she can just be an unnoticed ship in your harbor instead of being the harbor that your ship wants to get into. If you want to "get the girl" also see:

http://sharkman.guygirl.hop.clickbank.net

We all agree that you need to be a little different in order to stand out in a woman's mind. Therefore, in order to unlock the door, you need. . . .

6

The 2 Keys to Entering a Woman's Mind

It's been said that:

"Where the mind goes, the body will follow."

She was beautiful. Standing there with her hair in a pony tail, moist lips, sexy body that was hidden by the retail store's smock that she wore at the check out counter, this girl had literally been complimented and hit on by hundreds of guys who went through her check out lane each week. My buddy and I were figuring out what to say to her when it was our turn for her to ring us up. After both of us said: "Hi" the next words out of my mouth were: "Do you ever wear your hair without a pony tail?" Looking puzzled, she said: "Yeah, why?" As she handed me my change I said: "Because it would look a hell of a lot better than it does now!" To which she said: "Excuse me?"

And as I was leaving I added: "I'm usually a big fan of pony tails, but it just doesn't work for me on you." I could almost hear her brain frying as it was scrambling to recover from an unpredictable, unusual, impolite comment about her appearance. She was so shocked to hear anything but a compliment come out of someone's mouth regarding how she looked that she even thanked me in a sincere tone of voice and agreed that the style wasn't her best and blew it off by stating she was having a "Bad hair day". By this time my buddy was trying to keep from laughing because he knew what I was up to.

The next day, my buddy and I went back there simply to see if she changed her hair style. Sure enough, it was without the pony tail. We bought some soda and purposely got in the next line over from hers to not make it obvious that we came back to see her and gave her the impression that we didn't even know she was there. She went out of her way to cut off her next person in line to get our attention in the next line over and mention that she had changed her hair. I quickly looked her over and said: "Well I guess you did the best you could, but with your outfit or make up or something, it's just not right. You see I'm a fan of pony tails and I should have liked it the way you had it yesterday but I just didn't." Now her brain was really frying and scrambling for what to do next. Now remember, this is a girl who

received dozens of compliments the day before and dozens more on this day before I got there. She was probably asked out by a handful of guys and still was hoping I would come in so she could impress me with her hair and I could grant approval on it like every other guy did in her life. She asked me to wait until she finished her next customer, who by the way, was a guy complimenting her on how hot she looked. After she took his compliment and put it on the pile with all the others she had received, she asked if I would wait till she got off of work in the next ten minutes and go with her to a store in the mall. I agreed but only if she would hurry, because I told her that I had somewhere else to go. (Yeah, to go home and laugh my ass off!) With respect to my time, she pulled me along the mall into the store she wanted to go into. I immediately suggested some other store and told her that there was just something wrong about the image of the store in relation to her. She bought it! We immediately went to two other stores that I suggested. I spent the next 45 minutes granting approval to some of the sexiest dresses on one of the hottest bodies that I have ever seen up close in person without being in a strip club and paying for a lap dance.

Do you think for a minute that I would have had that much influence over her if I was complimenting her like every other guy? It

was not luck, or being in the right place at the right time, which so many people base their entire social happiness on. **It was the guts to communicate a simple bit of contrast that set me apart from what she was used to.** In the Social Marketplace, there are two types of women: 1) Premiums and 2) Discounts. Premiums are overpriced (usually social and emotional rip-offs) that walk around with their nose up in the air and expect everyone to kiss their ass. They have an attitude, a highly inflated price and a high maintenance (i.e. high maintenance woman) because all their life people have been handing them compliments. If you decide to hand her one she will just add it to the pile. Discounts on the other hand, have not been complimented that much, and as a result have lower self-esteem. When you compliment them, they will fully appreciate it and remember it because it will stand out in their mind because not many people have noticed them or bother to compliment them on anything in their life.

Remember how hard you worked in school to receive something on your report card like: History: C+, Algebra: D+, Phys. Ed.: A, and English B-. What did your parents notice first? They certainly did not appreciate the "A" in Phys. Ed.! They focused on the "D+" in Algebra because it stood out as a poor grade. I know people in high school

and college who received straight "A's" with one "B" and their parents sat them down to lecture them on the importance of getting good grades in order to have a successful future. I also knew people whose parents worshiped grades like "C's" and even a passing "D" because they were the highest grades on the report card. Everyone's parents focused on what was different, because it is built into our nervous system and it is human nature. In other words, it's a survival mechanism that we can never just "turn off". This is the same way a wild animal notices an un-camouflaged prey in the process of natural selection.

To better understand how this example ties into the Social Marketplace, go and get a regular deck of playing cards. Choose one complete suit from black (spades or clubs) and one complete suit from red (hearts or diamonds). For the sake of this example, let's have black cards represent the bad / negative comments and the red cards represent good / positive comments a person might hear about themselves over time in their life. Line them up on the ground or a table in order of their value so you have a black row and then the red row lined up straight across the floor. For example, the "Red King" (strongest compliment-- "I love you"), should be to the far left in the row and continuing down the ranks to the right until you get to the

"Red 2" which is the weakest or most general compliment you would give a stranger walking on the street (i.e. "Hey man, I like that car you're driving"). Continuing to the right, the next card should be the "Black 2" which would be the weakest put down. This is something you would say to your buddies like: "Still driving that piece of crap car?" He knows you are just giving him crap about it and knows that this is just how most guys greet each other. Or this could be a sarcastic comment that is made to a woman (like my pony tail example) and it completely throws her off balance because one of the first things women do to other women is compliment each other on how they look or what outfit they are wearing. This is also the trap that Nice-guys fall into by complimenting a woman too much and you wind up sounding like another woman that she is going to be friends with. You won't be the challenge she is looking for nor the guy that was "not really interested" in her. That means she has to really sell her self to and work hard in the relationship in order to keep him around. Getting back to the example, leading up to the far right should be the "Black King" which is the strongest put down (i.e. violent argument or sadly enough, even a physical abuse)

The girl with the pony tail at the store was definitely a Premium who has had many high "Red Cards" in her self-esteem portfolio.

Usually, when a person has too much of something they take it for granted because it was handed to them for free, there is a lot of it and more is on the way in because it is easily replaced. This is why my black card put down was what she focused on. It was placed next to all the other "Red Card" compliments and stood out because her brain couldn't help but notice it and wonder what it was doing here among all the others. I was somebody who didn't pay her "full retail price", "sticker price" or "suggested price" which ever one you want to call it, and acted like I had seen better. Notice what I said here: "I acted like I had seen better" and more beautiful women. Meaning:

1) Even if you have never seen better at least you are giving her the perception that you have (remember in marketing there is no reality, only perception.).

2) Or the trap some guys fall into is actually having seen better women and even dated them in some cases, but they act like the woman standing in front of them is God's gift to men and she can sense that even without the Nice-guy being so obvious about it. In order to remain congruent in her own mind, it was her job to sell me on the idea that she was beautiful. In other words, she couldn't help it. This is a natural and uncontrollable

reaction. The clothing store is where her mind was saying: "Here! Here! I'm over here! Do you find me attractive now? How about now?" All of this was racing through her mind as she would try on dress after dress seeking my approval.

The women that are wrapped around a Jerks finger can literally spend a lifetime trying to please him and gain his approval for their beauty being the best thing he has ever been with (as a result, very few succeed). The ones who do succeed at getting the Jerk to recognize the fact that she is the best woman he's ever been with (i.e. commitment and loyalty as he gives up all of his other women in his little black book, not to mention giving up his passions in life and making her #1), usually get dumped or at best get a lower quality relationship because she just renegotiated the terms and he will now pay a much higher price of input to the relationship for less output on her end. This is justified in her mind because she feels that he now recognizes her value and he should be charged accordingly. Some phrases that come out of a woman's mouth at this time are things like: "Damn it, I'm worth it"; "I'm going to make him pay now"; "I need some <u>me</u> time"; and "I need some space for my own needs". And it's a slippery slope from there on down until the relationship is in an uncontrollable downward spiral and she doesn't

have to do anything in the relationship except cheat on him with some other guy who reminds her of who her boyfriend used to be when he still had his balls. This other guy that she cheats with will be a tougher sell, more of a challenge and not an easy kill.

Beauty is a leading indicator to whether a woman is a Premium or a Discount, however, the deciding factor is how she views herself and handles compliments. It's great for a woman to have a strong self-esteem and be beautiful, but those alone do not qualify someone for the Premium status. This is because you and I have seen some unattractive girls that have the biggest attitudes and some beautiful girls honestly do not recognize how attractive they really are or what price they could be getting in the Social Marketplace. They don't value their looks as something special and they can usually be found putting themselves down on a regular basis or not knowing how to handle a compliment because they feel that they aren't worthy of it.

The logical solution is to find beautiful girls who have an undervalued view about themselves. There is one tiny problem. No guy wants a girl who doesn't know how to handle a compliment from a strange guy regardless if she is beautiful or not. The reason behind this is because she will get "weak in the knees" and eventually swept

off her feet if she doesn't shut him down. You can't be around her 24 hours of the day without being accused of not trusting her or being too possessive. So she has to want to be with you enough that she will turn down other offers on her own, not because you happen to be with her looking over her shoulder.

One time I heard an interview on the news with a prostitute and she said: "I am the perfect girlfriend or wife for a man." The reporter asked: "Why do you say that?" She quickly replied with: "I know how to please a man and make him happy. I also have been around the block a few times to know when another man is hitting on me and I can just shut him down before it goes any further." What more can a guy ask for?!

The secret to having the greatest amount of impact on a Premium or a Discount through the use of contrast is to remember a phrase of mine which states:

"If you want to have an impact in the Social Marketplace, treat the Premiums like Discounts and the Discounts like Premiums."

-F.J. Shark

Another resource for being "first" in a woman's mind is: http://sharkman.shely100.hop.clickbank.net . After you master the art of identifying and interacting with Premiums and Discounts (and benefiting from both), you will at least be getting your foot in the door of their minds. You can start to have an even greater impact once you use. . . .

7

The 3 Most Powerful Influences of Jerks

Some people believe:

"The only thing in the world worth living for is sin."

The next time you get into an argument with a woman, what are you going to do? Follow one of those "Love Doctor's" advice / exercises and take out a piece of paper, draw a line down the middle and list your differences? - - NOT!

I do <u>not</u> believe any relationship in the world is 50-50 and you are always going to have differences. The closest it can be is about 60-40, to as far down as 90-10, which is the puppet on a string. To whatever degree of influence you want in a relationship, stick to my

fundamentals of S.I.N. which are the 3 Most Powerful Influences of Jerks.

Special: Create moments for yourself and others that will remain with you the rest of your life. Do what most people don't do, stray from the path and create the fun of intense adventure. Don't be normal! Make your dates extraordinary by going on a ghost hunt with a professional ghost hunter ($22 per person), rent a snowmobile or a jet-ski ($40 per hr.), slide down a giant water slide, hot air balloon ride, sky diving, rent your dream car for the day, round trip train ride for the afternoon, attend a murder mystery dinner party or just ask yourself: "Where is the craziest most outrageous place we can go right now?" Be spontaneous! It doesn't even have to cost any money. There are several sources for information on "low cost / no cost dates". Just use a little imagination or for 300 creative dates click on: http://sharkman.300dates.hop.clickbank.net . She will appreciate your thinking because if you're creative outside the bedroom, then she will believe that you are probably creative inside the bedroom. Hey, why limit sex to the bedroom!

Just keep in mind:

"Making love is laying down and sex is standing up."

Remember, she can get anybody to sit on their ass at home and watch television or rent a movie with her! By doing fun, exciting, spontaneous, adventurous, unpredictable things, you will be known as a fun, exciting, spontaneous, adventurous, unpredictable person who is definitely in demand in the Social Marketplace and one that the girls never forget and can't wait to go out with and be with as much as possible. The only thing that should be "predictable" about you is that you are unpredictable.

"The only difficult part on stage is making it look spontaneous."

- Words of Rock n' Roll musician during an interview

Interest: Not sexual interest. I'm talking about asking her questions about herself and what she likes to do for fun (Only after or while you are on one of your ideas for a date). This is where you have an "Unfair Advantage" over the true Jerks because women crave for a man to show some sincere interest in her as a person and the true Jerks never do. Remember this is a balance because Nice-guys do this too much and then they are treated like a "girl friend" instead of a man who could be her lover. Compliments

should be given sparingly so that they are appreciated. Never give a woman a compliment on any part of her physical beauty too early in the relationship. (See Chapter 6- "The 2 Keys to Entering a Woman's Mind" for more detail on compliments). Small compliments about clothing, jewelry, perfume are appreciated only if they are done without flattery and routine. The best types of compliments are ones that are sincere, not obvious flattery that she has probably heard from 20 guys today. The way to give the best compliments is to:

1) Compliment something that's not so obvious. Like her scarf for example (providing she is wearing one -Da!) or another article of clothing--anything but her physical beauty. Try practicing to notice something on a woman besides her ass and breasts.
2) Tell her why you like what you are complimenting like and tease her about it if you can: "That's a bright scarf, if you get lost just signal a plane with it.
3) Ask her a question about it. Be careful not to ask a loaded (open ended) question like: "I wanted to get my sister that kind of scarf, where did you get it?" And she comes back with: "It was a gift from my ex-boyfriend and it still

smells like him" (as she inhales deeply and sighs).—Ouch! Even if it's not true she might be testing your reaction. Even if it is from her ex-boyfriend, you just made her remember him (good or bad) when she should be on "Record" with you, not on "Play" reviewing another memory from the past. Rather, ask her a closed ended, teasing question like: "You didn't bring one for me did you?" This will do several things: show that you noticed something about her that made her stand out; if you want one then you were only kidding about the tease; help break the ice; get her to laugh; shows you are comfortable enough around women to act a little cocky and confident; create a spark for a fun intense high if the fire is fanned correctly.

Needed: What's the first thing a doctor asked the patient in the hospital? "Where does it hurt?" Women can be the best doctors in a relationship by making you feel better and work on taking away some obstacle that is in your way, providing she is a Team-player and knows where you need help. Don't wait for them to ask - - tell them what you need and ask them to help! It takes a strong secure man to ask for some help and she will appreciate this over the

macho attitude any day. Notice, I said "need her help with something specifically, not "be a needy" guy who is an insecure baby. You do not need to make things up or rely on B.S. because nobody's life is perfect. You can certainly find something to complain about in your life that she can help you with, can't you? It is amazing what people will do if you just ask them to and let them "try-out" for being a member of your team. Have her help you with your passions, hobbies and interests. (My wife is retyping most of this book so we can put it into eBook format. She may not like or agree with all the content, but she loves me enough to help me out because I asked her to. Never need a woman for fun. You should be in 100% control of your own fun and therefore have a monopoly on it. At Disney World, they say: "fun" is the only thing they take seriously and you should too. The last thing you want to have happen is that you are dependent on her in order to have a good time to the point that you cannot enjoy the moment you are in at the time (Your VCR / DVD "Record" time). This will lead to the price of your fun going up and the quantity and quality of the fun she decides to throw your way will begin to depreciate.

Don't feel guilty that she is helping you for free because she isn't. She simultaneously is, like the old saying, "Tuned into

W.I.I.F.M." radio, which stands for: What's In It For Me! If you reveal what your passions (hobbies and fun activities) are and ask for help with them, don't be surprised if you sense that through her actions she wants the same strong feelings you have for them to transfer over to her. Beware! Her first step is to eliminate your idea that you are so passionate about, and replace it with her. - - NOT! How many guys do you know that had to sell their sports car that they enjoyed working on, leave a job they enjoyed, sell a business that was once a dream, all because their woman wanted them to? Why do you think priests can't have (or at least not supposed to have) sexual relationships with women? Because even 2000+ years ago, men knew that a woman's influence over a man was incredibly powerful. If they (the men who founded the Catholic / Christian churches and writers of the Bible, etc.) wanted to have things done a certain way and carried out to the end of time, they couldn't risk a woman's natural and sexual influence over a man (i.e. "Do what I say, or there will be no sex until you see things my way.") to get in the way of the plan. That's just the way I see it from my seat.

In the stock brokerage industry, like all businesses, if you are not taking care of your clients, then somebody else is. If women

are more than willing to offer you their help by you simply asking, you would be a fool not to use it. Someone once said: "If you are not using it, you are losing it!" You are only cheating yourself out of someone helping you and cheating them out of the gift of giving to you. Don't be a lonely martyr and feel it's not manly to ask for help. **The Jerk that will steal her away will <u>not</u> hesitate to ask for her help and make her feel needed.** Before you know it she will be helping and thinking about the Jerk and his Passions so much that she will forget about you. Or worse, she will just have no time left over for you because you are not giving her this feeling of contribution and fulfillment which are human needs that have to be met somewhere. Before you know it, you will lose your "priority status" which, by the way, is easy to lose and difficult to get back. Don't treat women like that special cologne that you never wanted to use because you were always saving it for special occasions. After a few months and years, you will notice that the cologne has evaporated and so has your woman. If you reject her help, or don't even ask, she will either openly offer it to some other guy or be that much more willing to go help anybody that she can find so that she can simply feel needed or a part of a team.

Can you name one of the most popular, fastest growing social clubs in America today? The answer is - - Alcoholics Anonymous. Some say it is due to the rapport of people sharing the same problems. If so, then how do you explain the sober women that go to the meetings just so that they can meet men? Women stay alert for undervalued assets and unpolished gems. At these meetings, the can buy them at a tremendous discount (on sale) and gain the capital appreciation when the stock / person is back to its full market value. For example, if a stock/person is $50 a share and you invest $1,000 you will get 20 shares. If the stock goes up $5, it is a 10% return on investment leaving you with $1,100 ($100 profit). However, if a stock / person is $5 per share and you invest the same $1,000 into it, you will receive 200 shares. Now if the stock goes up $5, it is a 100% return on your investment leaving you with $2,000! ($1,000 profit!). If she is an astute social investor and owns what society considers to be such junky, low quality stocks/people then she will have her hands full as she tries to prove her friends and family wrong by selling them on all his good points which nobody else seems to see. The only reason she sees them is because her mind is blocking out all of the bad "black card" parts and she is focusing on the few good "red card" parts.

Women actually believe that if they help him get his life together and turn him into a winner. In other words, turn a zero into a hero. He will owe her what she wanted in the first place - - loyalty and peacefulness from a man who was possibly considered to be dangerous once he was drunk and now is tamed and will never throw her off again like a bull-rider on the PBR (Professional Bull Riding) Tour. After all, if she did all that for him - - "How in the world can he even think of leaving the relationship or cheating on her?" (which are coincidentally her tow greatest fears). This is why my Jerk School Seminars are co-ed offering women - - "How to be the Women Men Stay With."

Using influence is one of the main factors in the Social Marketplace that you either have or you want. This chapter prepared the foundation for the ability to be. . . .

8

Expecting More

"There are two fools in every market:
one asks too little, one asks too much."

-Russian proverb

How ticked-off would you be if you found out that your girlfriend / wife used to: give her ex-boyfriend foot massages, cook homemade meals and serve them in bed, pay for things (with money that she worked hard for), wear sexy lingerie and have more sex in a week than you received in 6 months?

Don't look so surprised. These are probably ALL true! Or at least I will bet that you know someone in this situation—whether he knows it or not is another story. She knows where the "lingerie shops" are in the mall, she's probably even been in them several times in the past. So why isn't she wearing the sexy clothing for you? Every woman on

this planet knows that men like sex, so why isn't she having sex with you as often as you want? There is no reason to get mad at her because you are receiving much less for a greater price than Mr. X had to pay because there is nobody to blame but yourself. Yes, you!

I have news for you. If you are not the selfish one in the relationship that makes requests about every little need, desire and wish that you want done for you, then you are in trouble. Remember the old phrase: "If you don't know what you want, someone will know what they want you for."

Would you ever go into a restaurant, sit down and expect them to feed you exactly what you wanted without you even placing an order? Or go in and say; "I'll have whatever!", and actually look surprised when "whatever" comes you way? Even if you tell them you want steak and it comes out charcoal well-done - - it's too late! In the "Restaurant of Life", **you have to not only place your order and tell people what you want, but you have to tell them to what degree you prefer it**. When you say: "I like football." There's a big difference between "you'll watch football if there's nothing else on" and "you'll watch any football game over any other show on TV." Does it mean you have season tickets to a team or just catch the game if it's

on? What teams do you like and what teams don't you like. Are there teams that you can't stand and one team that you love so much that you'd buy anything with their logo on it? See the difference? **If you don't tell people what you like then they can't help you get more of it.**

It might be as simple as telling her you think it's sexy when a woman paints her toes. I was sitting next to a girl in a college lecture hall the day before a test and she noticed that I was staring at another girl's feet. The girl next to me wasn't my girlfriend, just a girl I talked to a few times because she sat next to me. She said: "What's wrong, what are you staring at?" I told her I was looking at the other girl's feet and I just thought it was sexy when a woman paints her toes. I thought that was the end of it. I was wrong. The very next day she came in the lecture hall, sat down next to me and couldn't wait to show me that she painted her toe nails. She said: "How do you like that?" I was really focusing on reviewing my notes for the test we were about to take and I replied: "That's nice." I wasn't trying to be a Jerk about it. I was just focused on something else (and not her). I knew she had a boyfriend named "Mike" because she would always bring him up in conversation. Long story short, in the next few days, we wound up going to get something to eat after class. While we were

in line to place out order, she made an unexpected move to kiss me. I was so surprised, I said: "What about your boyfriend Mike?" As she pulled me closer and began kissing me she said: "Mike who?"

I'm not saying this to impress you, I'm saying this to impress upon you that **you shouldn't underestimate how powerful <u>any</u> of these ideas are with women regardless of how insignificant they appear to us as men**. That was one of the moments that I knew I had a "tiger by the tail" with these Jerk techniques if I could only organize them into a system so they could be mastered. It seemed most if not all Jerks are born with these techniques or they've been burned enough that they learn by trial and error.

Most Jerks have great expectations of what they want a woman to do for them, and that is one of the reasons why they get women to do almost anything for them.

I heard that:

"You have to A.S.K.
to G.E.T."

Again it makes the woman feel a sense of being needed. The reason the Nice-guy gets taken advantage of is because he is doing so much for the woman. Now you know why the woman needs so much help—she is too busy helping the Jerk with his life, dreams and passions that she has no time for her own "To Do List". But hey, she figures that's what Nice-guys are for. **Nice-guys are low cost / no cost manual labor** who she can stroke his ego and get his hopes up right before she sends him on his way. The only time she will bother to call the Nice-guy is the next time she needs something scratched off her "To Do List". The Nice-guy keeps coming back and helping because he thinks it will lead to a relationship and / or sex. So therefore, the next time you hear about some woman helping a Jerk in anything from washing his clothes, loaning him money, following him around like a lost puppy to planning an paying for a romantic getaway to Mexico, it is the result of what the Jerk expects the woman to do in the relationship (i.e. his order in the Restaurant of Life). If you give a woman "feelings of attraction" toward you, she will give you anything in return. There are too many Nice-guy wimps on the planet (thanks to the sensitive 90's man era) and when a woman finds a man that creates feelings of attraction in her she knows she has found something rare and will do anything to keep her connection to him or relationship with him.

Remember that teacher you had in school that had such great expectations for the class? The teacher had very demanding assignments in which you had to make special time out of your day just to finish the extra work. They also outlined for you exactly what effort it would take on your part in order to receive the grade you wanted. You probably knew on the first day of class what it would take to receive and "A" in that teacher's class. You probably had to cut other classes or miss other assignments from other classes in order to finish what you had put so much time, effort and energy into. They were a teacher that you will remember the rest of your life and usually toward the top of your list of favorite teachers. This is the same way a woman will miss meetings at work, blow off her friends and lie to her family just so she can be with Mr. Jerk. Telling people what you like only helps them please you. If you are not supplying a woman with enough light in your darkness then don't be surprised if she decides to grope around in the dark with somebody else as she looks for the switch to "turn him on." Lots of metaphors here- huh?

It's true. Don't rely on her to know exactly what you want, need, desire and wish. If you asked her about those things mentioned at the beginning of this chapter, I bet you she would either admit to them, or

lie to you. If you asked her why she doesn't do such sweet things for you, she will come back with: "Well, you never asked me to!" –Ouch! Full point! Never saw that one coming! After you are finished gritting your teeth and punching the wall because of all of the moments you missed in the past (like I said "Jim" did in the first paragraph of Chapter 1 in this book), **focus on the only thing you have control over - - the moment you are in now!** It's been said that: "What you did in the past does not equal the future." So, the simple fact that she did more in anyway for some other guy is at least a sign that she can do more for you than she is doing now. Think of about 10-15 ways she can do more for you. I wouldn't start by asking her what she did for other relationships in the past because you'll never know the real truth. You certainly don't want some other guys list of things she did for him in your mind every time you look at her. You can start by making simple requests and asking for help to make her feel apart of your life. Don't give her enough responsibility to have control over what you are working on, just enough to feel included.

Don't value what you get as much as you value what she has to give. Let me explain. Some women offer more of themselves (time, emotion, finances, etc.) simply because they have more to give. Girl #1 that gives you 9 out of 10 = (90%) of her life is giving more of

herself than girl #2 that gives you 20 out of her 100 = (20%). If it gets brought up by girl #2 who says: "I gave you more than twice as much as your other girlfriend, so therefore, you should love me twice as much!" - - NOT! If she gave 20, than she can give 40, because she probably gave the last guy 80 which still doesn't add up to girl #1's 90%!

If a Nice-guy spends all his time helping other people because he can't say "no", the woman will think that he is cheating her in the relationship because he will not have anything left to give to her. Think of it this way. If your Dad / grandpa is a multi millionaire and buys you a new car for your 16th birthday you will be spoiled enough to think- "I thought you were getting me a Porsche?" However, if your Dad / grandpa works hard at 2 jobs just to make sure you have a good life and he loans you the money to buy a 5-10 year old used car, you will probably appreciate it a lot more because you knew what they went through to get it for you. You might say: "Wow! I didn't think I'd get anything this good for my first car, thanks!" I'd rather have people appreciate something "used" from me than take my "new" gifts for granted. Lesson learned- don't spoil your girlfriends or friends for that matter.

It's good to remember the old phrase:

"Better a pebble given out of love,
than a diamond given out of duty."

People will respond to you based on <u>how you train them</u> to respond to you. Find people for your team who appreciate who you really are and what you have to bring to the table.

There are many lessons to be learned from expecting more from women and this chapter provided you with the training wheels necessary to get you started on your way to . . . .

9

Accepting Less

I heard that:

"If you don't accept anything but the best, you will very often get it."

I couldn't wait for try-outs. Our high school track team was nothing to write home about, but I was excited about being on a real team representing my freshman class. After a few days of running around like crazy, I found out that there was no real "cuts" from the team. Everybody made the team, as long as they were willing to show up. I immediately lost all respect for the team and cut practice on a frequent basis because I not only wanted something that was going to challenge me, I wanted to feel special in the process. I wanted to feel that others wished they were in my shoes and the reason I was in my position on the team was because I was good at it, not picked at random. This thrill weighed more than the sport itself!

In the big bad business world and the Social Marketplace, being "all things to all people," is the formula for failure. A real estate billionaire once said: "If I got involved with every deal that landed on my desk, I would have gone bankrupt years ago." Success in anything comes from being fussy about what you spend your time on, and who you spend your time with. Don't be afraid that you missed out on an opportunity with a woman because, like my grandmother told me years ago: "Women are like buses, if you missed one, there's another one coming soon."

The social paradox is what makes the socially rich get richer and socially poor get poorer. If you accept to go out and do something every time any girl asks, you are not just shooting the relationship in the foot; you are shooting the relationship in the head! Because even if you are seeing 3 girls at the same time, they will begin to think that you have nothing better to do and nobody better to do things with. You need to be more involved in your own interests, hobbies, passions and life. In other words, as the saying goes, you need to "Get a life" and do something extraordinary with it. **Even if it is not extraordinary to the world, it has to be extraordinary to YOU.** Judge yourself by your ability and talent not by the success of your

friends. If you judge yourself by your friends, you will drive yourself mad. This is true because it will be frustrating to associate with friends that are more successful than you because you will feel jealous and out of place. Regardless of how much success you have, you will begin to feel like a failure if someone else has more. You might feel better in the short term to hang out with your friends that are less successful than you, but they will eventually pull you down simply because they don't want to see you get hurt or they don't want you to become successful and leave them behind. This is why in order to feel like a success about your life, you should judge yourself by your own ability and goals and not anyone else's goals.

If you live by your dreams and passions, you will be the first round draft choice for her fun, not the consolation prize she calls because she knows you will be ready and waiting to do anything with anybody. Make sure you get the leading role when it comes to fun, and never accept anything less.

I think it was Julius Caesar who said something to the effect of:

"I would rather be in charge of a small city, than second in command in Rome."

Don't accept her bitching either. If she wants to continuously bitch about her family, friends or broken nail, then do yourself a favor and leave now. Pay attention to red flags and disqualify women as quickly as possible. There was a story about a helium filled blimp that was breaking away, and some of the men that were pulling it down were now lifted off the ground. The ones that let go when the blimp was 10-20 feet off the ground at most broke an ankle. The ones who let go at 100-200 feet or higher fell to their death. **Don't fall to you social death by hanging on to someone who is not a team player.** Or worse, they are a team player, but they're not playing for your team! If they are more of the cause of problems than solutions, then they will actually benefit you more if they are playing for another team. If they are interested in complaining and bitching, then let them find a Nice-guy to listen to them because he has nothing better to do. He will probably think she has an interest in him, and there might be sex later (and he might be involved) if he just provides good listening skills now. Don't worry, he will turn into her emotional teddy-bear or big brother, and that is exactly how she is going to kiss him! In the Social Marketplace, people will step on you for as long as you let them.

I heard this several times:

"If you are constantly being mistreated, you're cooperating with the treatment."

Women love to test guys and see just how far they can push them. I call this process:"The Jackass test". They are going to dish out as much crap as you can tolerate to see what it takes to make you mad. The next time you feel that you are being put through this test, wake up and remind yourself that this is America or you at least live in a semi free world and there are plenty of choices available to you. In other words: "YOU DON'T HAVE TO TAKE IT!" Not here, not from her, not from anyone! The bitch that you bring out of her can only live and exist with the power you give it. I call it the "Demon Bitch". It shows up ever once in a while, and then disappears because it realizes that it has no power.

It's been said that:

Nothing has any power over me,
except the power that I give it.

If you are unsure about what to do in the situation, just ask yourself: "What would a Jerk do?" Or better yet: "What would a woman do to benefit from this situation?" The conclusion that you will come to is that you need to say "No" in a relationship more than "Yes". For example, I remember when I agreed to go and pick up my

girlfriend during her half-hour break at work. This was the second time I was doing this and realized that we didn't even have a chance to be alone together and I settled for playing video games with her younger brother. This time, when she got into the car, she said: "Well, are we going to go to my house?" I said: "No, we're not!" She looked at me with a bit of confusion, and then I told her that I did not intend to spend our "Quality time" laying on the floor playing video games with her brother, while she talked with her mother. I'll never forget the look on her face as she said she was impressed that I wanted to be with just her and I was not going to settle for less. This was not for Marriage, it was for a measly 30 minutes, and look at the impact and difference the word "No" made. Remember, JUST SAY NO, when you are dealing with women, or any other addictive drug!

With the right amount of influence on your side, through expecting more and accepting less, it is now possible to start . . . .

10

Taming the Wild Wicked Ways of Women

I heard that:

What we do as human beings comes down to what pain and pleasure we associate to it.

Did you know that the penalty for drunken driving in some countries is death at sunset? Would you be more likely to drink and drive in that country or one that suggested a measly $10 fine? I know what you're saying: "I'll drink to that!" As long as you are aware of the law enforced by death, during the deciding moment of getting drunk, most people would choose not to.

So why do some people flirt and cheat outside their relationships? The answer is simple - - lack of respect and value for the other person. Breaking down the word "respect": "re" means "again" and "spect" means "to look at". **Therefore, true social respect is to "Look at again" or review what you could lose in the relationship and how easily it can be replaced.** It makes you focus on the level of pain your mind will go through as a consequence of your actions. The decision itself takes less than a second. The jury, in anyone's mind, votes if this action is worth the pain it might go through later. In other words, how valuable you believe the original person you're considering cheating on is to you, and what the consequences are for your actions (i.e. how fast you can get off the hook providing you are caught) will ultimately control your decision.

Remember that teacher who really got mad and punished the students if they didn't do their homework or that coach that yelled his head off when you were a few minutes late for practice? Their subject and sport probably had the top priority in your mind over the other classes and extra activities at school. What character trait did that teacher and coach have that the others didn't? Yes, they "Expected More" and "Accepted Less", but they went a step further. The step the

other teachers and coaches were lacking is one of the greatest differences between Nice-guys and Jerks - - They got MAD!

All teachers sold us on the idea that studying would lead to eventually getting a well paying career. This type of positive reinforcement works about as well as a Nice-guy constantly reminding his girlfriend that if she stays with him now, the rewards and benefits later will be great (i.e. well-paying career and financial security). The teacher who reads you articles about how poorly the economy is doing, and how difficult it is to get into a good college so you can have a better selection of companies to work for will have a much greater chance of influencing you to study because he/she is using the painful thoughts of not being accepted at the college of your choice and being left behind in the job market in order to motivate you. It's been said that pain and pleasure are the only two motivating forces, and sadly enough, pain moves us quicker because it is a survival mechanism built into our nervous system. This is why bad news and gossip is what the media sell us because they know that we can't help but listen to what's going on. They will even edit some parts that might even change the meaning just to get us to watch. Yes it's tricky and as humans, we fall for it every time.

Every class for every subject you ever took in school had one key moment where the students would either respect or defy the teacher for the rest of the year. The first time the teacher's boiling point was reached the students were testing the limits of what they could get away with. The speed of this also matters. Does it take 1 minute for the teacher to get mad or does it take half the school year. This is the key moment. The level of noise, for example, is beyond what the teacher is willing to accept and the students are keeping one eye on the teacher to see his/her reaction. If the teacher decides to deal with it in a calm cool manner or blow it off, he or she should hand in their resignation now and avoid the cost of future shock therapy treatments he/she will need because of a nervous breakdown!

The only choice the teacher has to save his/her own mind and respect from the students is to get MAD! This could come in the form of writing out detentions to screaming at the class and throwing a chair across the room (with a student still in it). In high school, it was almost like we didn't mind getting smacked by the football coach when we did something wrong, but if any other teacher did that they knew they would get fired and the school would get sued—even though it was the same exact action. The key is how much you respect the

person who is doing this and what they represent to you now and for the future.

What works long term is something that jolts them, something they will remember the next time they realize they are pushing their luck over the limit. The important point to remember here is that the "mad" actions must be carried out and not just talked about or used as a threat because it would be the equivalent of never having them to begin with.

The only reason people are afraid of or at least handle grenades and other bombs with a great deal of care, is because they know what damage could be done if it explodes. Even by accident the bomb could explode for no reason, so therefore people are extra cautious regardless if they have intentions of using the bombs or not. In relationships, the person that gets more respect is the same person that gets mad easier and quicker (shorter fuse on their explosion), not to mention the more intense. I call this person the "Madable" one because they demonstrate the ability to get mad and explode their emotions at the drop of a hat. Guess what? If you are not using the Madable Theory to your advantage, then it is using you.

It's been said that:

One of the keys to success is learning how to use pain and pleasure to motivate yourself.

Being Madable is an awesome way of reversing the "Bitching Technique" used by women, that men all round the world have suffered for. The reason why guys get "whipped" is because the woman constantly complains and criticizes while the guy is busy trying to make her shut up by running around and meeting her every want, wish, need and desire. He "walks on egg shells" and hopes that his woman doesn't criticize him in any way because he doesn't have the strength to defend his position. The guy actually feels that if he does as he is told and carries out her wish as his command, there might be sex later (and he could be involved) or at least the woman will be happy (or in this case "not mad"). It is a biological trait for guys to want to please a woman. (We can't help it and women know it!) We want to please women in order to get their attention, gain acceptance and eventually have sex with them. Nothing new here guys! Men have been doing this since the beginning of time as cavemen and there is no chance of it stopping.

It gets to the point where women have power of attorney (complete digression without question) over the guy's mind. He does

not even question what actions she wants him to do for her. Just as long as she doesn't start bitching and the option of sex later remains open is all he cares about. He is instantly or eventually put into the "wimp" category which is a very difficult hole to get out of.

Women have set up what I call an electrical social fence around the yard of the relationship. If you stay in the yard and the boundary of the fence, you are safe. However, even touching the fence and testing the limits brings with it an electrical shock that zaps you with verbal and emotional voltage to let you know where the boundaries are. The sad part is that the yard keeps shrinking as she tries to gain more control over your decisions; turning you into an approval seeking wimp that just has to worry about the next way the queen wishes to be pleased.

The people on this planet will only appreciate the good inside of you if they see the bad come out of you. In other words, they won't respect and value how good it is, until they experience how bad it can be.

I heard that:

You have to experience the night
so you can appreciate the day.

Would you invest in a company in the stock market if the price kept reaching new highs every day? If you are an experienced investor, you would say: "No, because the faster and higher some stock rises, the faster and harder it crashes." It is better to look for companies trading at a discount that have experienced the all time lows because they have no where to go but up, and at least it can't get any worse than it is.

"In the world of relationships,
when you are at the South Pole,
every direction is North."

-F.J. Shark

The most astute social investors in the world (women) need to know one thing before they invest any of their emotional, sexual, mental, financial and social capital - - What is the downside risk? How bad could it get? How often does it get bad? What happens when it gets bad? How long does it last? What will this mean to me? Nice-guys never get MAD and as a result women wind up not trusting them because they are considered to be phony due to their lack of being real, which includes getting mad - - a way to show that you are human! In the stock example, stocks go up, stocks go down. People

are the same way. They have their good days and their bad days. By not letting people experience your bad days is like a company in the market that never wants to reveal a down tick on their stock. You think you are doing your investors a favor by not having you stock drop a few points (letting them see you get mad), but they will take it as an insult and sell their investment in you and go someplace else as they wait for you to finally pop and drop (sometimes crash and burn), due to all the pressure, frustration and anger, you built up within yourself which was never released. It will eventually explode maybe even for no apparent intention. None the less, I can promise you that your girlfriend won't be around to see it, because who is their right mind would want to hang on to something if they had no frame of reference on what the downside was? Even physically abused women in relationships know how bad the beatings can be, so therefore by not revealing you mad intense feelings in a relationship is like a stock without a chart of its history. I'm in no way advocating physical abuse, but my point is: How can people learn what good is if you give them nothing to compare it to? In the Catholic Bible, even doubting Thomas and Judas the Betrayer come across as more appealing than the devil himself! Makes you wonder.

This chapter explained why 99.9% of women do not cheat on Jerks and can be summed up in 2 key points:

1) Jerks are Madable with painful, explosive consequences (emotional, social, mental, sexual and even physical) that have a very short fuse. (All the respect in the world from women can be yours without even coming close to really hurting anyone and especially never ever resorting to a physical abuse. Nice-guys could put true Jerks out of business if they would just act like themselves (a real human) more. (Hint! Hint!)
2) The girl is so busy meeting the Jerk's expectations and pleasing him by doing things that would NOT make him MAD that she doesn't have any time to cheat or even keep a roving eye open for somebody better.

Once people have experienced the Madable side of you, investors (women) will begin to buy into you and your stock because you just crossed the line from a good company to a good investment. With the increase in your own demand in the Social Marketplace, you will now need to learn how to be more effective at . . . .

11

Selling Your Pickle

"Caveat emptor: Let the buyer beware."

-Important Business Law term

People are influenced by price. At the neighborhood grocery store, there were two jars of pickles on the top of the deli case with different signs on top of each. One read: ".89 ea", the other read: "$1.39 ea". When I asked the butcher what the difference was in the pickles and why someone would pay more for one pickle that looked like every other pickle, he said: "They are the same pickles, but some people feel they just want to pay more for quality, that's all."

If you are interested in buying a product you are not familiar with and intend to keep for a while (i.e. new DVD or CD player, computer, car, etc.), you'll usually judge the level of quality by the price of its competitors. This results in purchasing the higher priced

item due to the saying; "You get what you pay for." We do this with people as well. If we are not familiar with somebody we will see what kind of price they have on themselves. By price, I mean: Their level of self-respect that they have for themselves and what they expect people to "pay-out" (emotionally, mentally, socially, financially and sexually) in order to afford them. If you have a high level of self-respect then most people will automatically treat you with a high level of respect as well. Unfortunately the opposite is also true. People respond to us and respect us based on how we train them to treat us. Remember there is no reality, only perception.

Nice-guys fall prey to this because they are too good a quality for their discounted price and as a result any girl can afford them. In fact, she can probably afford 4-5 Nice-guys for the price of 1 Jerk. Nice-guys have a low cost, low maintenance, low impact and low value in a girl's mind. Nice-guys think they are doing women a favor by keeping their price so low because they know women like things on sale. Somebody forgot to tell Nice-guys the other part of saying: "Women like <u>expensive</u> things on sale." Negotiating for a slight discount on a Lamborghini is exactly what I am talking about. Most people would feel they got a special deal if they bought a $300,000 Lamborghini for $269,000. The bottom line financially is that you paid

more than 10 times the average price of a car that has the same four wheels touching the ground as any other car. The famous "Under $4,000 car - Yugo is also a means of transportation, so how come everybody doesn't want one if they are so affordable? Since the last sentence was made, Yugo's are no longer sold. They have become extinct in the marketplace. The law of retail pricing states that over enough time, all discounters will drive each other out of business and eventually go broke themselves. (I guess for now, Walmart is the last standing exception to the rule / law).

Remember, nobody "needs" a Lamborghini. Nobody needs to drive around in a car that costs more than most people's houses. A $10,000 - $25,000 Rolex watch tells the same time as a $100 watch. A $100 pen can write on paper just like another pen that costs $1. People want and wish for these products because it makes us feel good when we have something that is not easily attainable. In Economics class, it's been said that if a society bought only what it needed, it would collapse. The key question is: "What makes people willing to buy such expensive products if they are completely aware of cheaper ones?" The answer is - - Image: perceived value and their own ego and self gratification.

A wise old salesman once told me, "What the customer thinks its worth is much more valuable than what it is really worth." In college, I took his simple advice and went to a well known retail store in November and bought 5 Christmas pins that were in their own individual little boxes for $1.99 ea. The next day I went to work and told people I was selling Christmas pins for $4.00 ea. The first two women I approached in the office I was working at bought all 5 and asked me how many more I had and could bring in by tomorrow. I started writing down orders from women who were literally throwing money at me saying "Get me 2 Santa pins, 1 Christmas tree, and 4 bells with the ribbons on them."

I even took this a step further and really wanted to test it and see if it would work. There were a few women in the office that were noted for only shopping at Chicago's finest retail stores and wouldn't even think twice about stepping foot in a regular average price or discount store. On my next trip back to the store to buy more Christmas pins I found some necklaces that were selling for $5 to $10. I already knew that the mark up on jewelry was 10 to 100 times cost, so I didn't know how much more room I had to play with the price. To help with the presentation, I remember wrapping them up in fancy paper and boxes to show them the next morning. I had no idea what

was going to happen next. The women were waiting for me with their money in hand. After I fulfilled the Christmas pin orders, I told them that because they bought a pin from me I wanted to give them a special deal on something else. They all looked at me with great anticipation as if it were Christmas morning. I only bought 6 or 7 chain necklaces because I didn't know if they would sell or not. Now remember, I never made any false claims about the quality of the gold these necklaces were going to sell themselves on looks and price, just like they did on the counter at the discount retail store. I thought I could almost double my money and charge $10 for them. Telling them that I was thinking about charging $30 and up, they started salivating and couldn't believe that I was going to give them 2 necklaces for $25 because they were a "returning customer". I sold out and bought more. They were happy; I was happy and learned one of the most important lessons on selling myself to the world—**put a high price on your self-worth because I new that life will pay <u>no more</u> than what I asked of it.**

Women are the most emotionally, socially, mentally, sexually, and soon to become financially wealthiest people on the planet. With this kind of abundance sitting around in social silos and sexual

reserves, you would be crazy not to get a higher price for yourself, regardless of what it is now.

If you have the right price on yourself, women might buy into you, but what makes them come back for more? The same thing that keeps the cigarette, alcohol and drug industry profitable – Addiction! The illegal drug industry alone is a $100 billion + empire. The reason is not because they have such great salespeople, but rather (sadly enough), it makes people feel good through mental and emotional highs. I submit to you that we should model and sell ourselves the same way drugs are sold. The first few encounters with you are free, with no obligation. Then the price goes up. Soon, it costs more and more money, (time, effort, and energy from the girl), to buy more and more of the drug (you), to create less and less of a high than the time before. The intense state of mind that the person is in causes them to think about nothing else except the next high (date) with the drug (you). Any doctor will tell you that: **The addiction comes from <u>not</u> having the drug.** If you are easily accessible you will never be in demand in the Social Marketplace. Cutting your supply (time you spend with her) will automatically increase your demand (time she spends thinking about you) and allow you to charge any price you want because by now she is an addict of your intense fun and now

desires nothing more than to "get high" off you again as soon as possible. The fact that you are not the "instant gratification" she gets from shopping or Nice-guys (who do what ever she says) is driving her absolutely crazy.

The way people fall in love with each other is how they start thinking about each other when they are apart. **Is there something that can't get you out of the woman's mind as in "absence makes the heart grow fonder" or do you fall into the category of "out of sight, out of mind?"** Yes it's true, where the mind goes the body will follow and that is how people eventually live together and get married because they feel that they want to be around each other more and more or at least as often as possible. Beware, because when you are too available and share the same address, you tend to become a little taken for granted. This is true because you are more available (increased supply) and your access / desirability (demand) goes down.

Jerks have a monopoly on these fun intense highs because Nice-guys are too mellow and calm. The human nervous system is attracted to intensity and cannot tell the difference between positive or negative intensity unless we give it the meaning ahead of time.

I've heard that:

"It's thinking that makes things good or bad."

Therefore, Jerks are able to be attractive and in many cases mentally and emotionally addictive to women. Sadly enough, with this addiction and a monopoly on its price, some Jerks charge the price of a physical abuse. I do not support this idea in any way. In a strange way, it is actually to a woman's benefit that I am teaching men to have the fun intense character traits of the true Jerks, because it will put the true Jerks out of business by eliminating the monopoly they have. Women can then realize the emotional and mental highs that can be generated without the extraordinary price of a physical abuse.

Why do you think millions of children tell their parents they want at eat at McDonalds? -Because they have such great food? No, it's because it is advertised as a great place to have fun while you eat and spend money. Advertisers have known this for years, and spend hundreds of millions of dollars every year to get you to "link-up" good feelings to their products. Advertise yourself to women in a similar way by being the source of fun and good times. When women think of you, they should automatically link-up that you are out having a good time

somewhere, and possibly with someone else. By doing fun, adventurous, spontaneous things consistently, women will consider you her "good time guy" or "mystery man on the side" because her current boyfriend wants to sit at home and watch television in his ratty T-shirt, and eat pizza. **She will lie, cheat and steal in order to be with you to have a good time.** She will buy into you through emotion and justify it with logic. Remember, it's been said that emotion is created by motion, so therefore, keep moving (like a Shark who needs to keep moving in the water in order to breathe) and find new and exciting places to go while you create fun intense highs for yourself and those lucky enough to be a member of your team.

With women addicted to you, it is about time to open your eyes to the greatest illusion and mystery in the Social Marketplace, which I call. . . .

12

The Social Sales Pitch—Who's Selling Who?

It's been said that:

"The illusion that one woman differs from another is called love."

Who would be crazy enough to pay an inflated premium price for a depreciating product that is selling at its all time high; sold to you from a manipulative salesperson who wanted you to sign a contract stating that if you ever decided to default, it would cost you half of you assets and a garnishment of your income for years in the future? The answer is: the thousands of men that marry women every day!

What if I was even willing to tell you that the person selling the product knew ahead of time that it was highly addictive, and that the

cost of goods sold (COGS for you accounting majors) was equal to zero, which translates to any price being pure profit - - Now how stupid do you think the buyer is?

Women are selling themselves with the same sales pitch that is used for cigarettes, alcohol and other drugs that have expensive prices, cheap highs and a monopoly on an increasing price which is the result of addiction to the product. They use this sales pitch in order to get you emotionally involved with them, which eliminates any sense of logic your friends and family might try to pound into your head. It's true, in its natural form, the word illusion means: to deceive one's intellect. When are men at their most vulnerable point in their life and really feel they need someone to believe in them? The answer is between the ages of 20 to 30 as they are just starting a new career that they have been preparing for years. Wow! What a coincidence! That is exactly the same time frame that women are pitching their "product" in order to get what I call the "Ultimate Sale" - - Marriage!

"Women are the Best
Salespeople in the World!
A Salesperson's Greatest Challenges,
Mental Satisfaction,
And Highest Emotional Highs
are Created from Making a Sale
to Those Who Were <u>NEVER</u> Interested

to Begin with.
This is Why the Customers
That Don't Look 'Hungry'
Will Always Be Fed."

-F.J. Shark's Best Quote

You wouldn't be dumb enough to chase a used car salesperson and do business only when they had nothing better to do? So why would you even consider running after another salesperson trying to sell you her over-priced, depreciating product in the Social Marketplace? Her product probably already has too many miles put on it from all the other drivers who managed to blow her engine by "putting it to the test" and "seeing what that baby can do!" I'm not saying to only drive cars with no miles on them (i.e. virgins). Some products such as boats, airplanes and helicopters, are actually more valuable when they have a year or so of experience than when they were first built because it proves that they function properly. All I am suggesting is that she have her best times and most fun when she is with you, not through memories of somebody else.

If men get to buy into all that expensive, depreciating, addictive, legally binding good stuff - - NOT!, what are women getting in return? They are buying into men at their all time lowest point financially, with the security of a steady paycheck, which will add to the appreciation of

his net-worth (and hopefully early retirement—for her!). So let's get this straight. **Men buy into a physically attractive, depreciating woman at their all time "beauty high" (22-29 years old)** after they have had all their fun with Jerks and offered much lower prices for more, emotional, mental and sexual service in the past. **Women buy into financially appreciating men at their all time "financial low" (22-29 years old)** - - What a great deal! Where do I sign? - - NOT!

Smart women don't have to go to school and study incredibly boring subjects with hopes of getting out in the real world and finding a job. All they have to do is keep themselves physically attractive and wait for some Nice-guy to complete college and find a well paying career or start a business, while she plays a game of cat and mouse with him by leading him around by the nose, making him believe he is chasing her. While she finds truth in the old female saying: "I'll let him chase me, till I catch him." Ask an older woman about this phrase, I'm sure they've heard it before. Surprisingly enough, it usually is the guy that brings up the idea of marriage by this time, and women have all they can do to keep from laughing. The reason I say they are laughing is because it is equivalent to the customer selling himself on the

product and closing himself on the deal without any effort on the part of the salesperson.

If there is one point you remember from this entire book, remember that in the Social Marketplace guys are not the sales people who should be focusing on selling the benefits they have to offer such as college, a business, a career, but rather - - Women are the salespeople, and they are the best! Forget about impressing their parents with where you work and what your Father does for a living because women are the ones with their biological clocks ticking! **Women are the ones that need to find a buyer for their depreciating product because it's them against the clock.** My grandfather told me years ago never to get married until I was at least 30 years old. At the time, I had no idea why he was telling me to wait for what I thought was an eternity. He already knew that the prices of women drop substantially around that age because women are more open and willing to give you a great deal on their product, the same way a used car salesperson is trying to unload this year's model because next year's new and improved models with a more sleek look and sexier appeal will be in the showroom soon. Every woman on the planet lives in fear of the idea that every day they grow older and things on their body are starting to wrinkle and sag. If they didn't,

then the cosmetic industry wouldn't exist and plastic surgeons would go broke. Women know that every day the competition in the Social Marketplace is flooded with women with their young, hot and tight bodies coming into the local nightclub to celebrate their 21st birthdays. As long as women are trying to sell us their product, we might as well respond and act like the smartest investors and consumers in the world:

1) Shop around. Play the field. The only thing that truly keeps prices down is competition. Keeping an uncommitted relationship helps keep you costs down because women are lowering their prices as they try desperately to plant themselves in your mind.

2) Act like you are doing her the favor of going out with her the same way a shrewd businessman would treat the salesperson that is trying to sell him some "expensive commodity" (oxy moron) that he could buy from anybody else in the industry. Remember she is selling you on her product and you must gain her respect by saying "No!" to more of her ideas than you are saying "Yes" to. For example, how many days you are going to go out with her during the week? If you sell yourself like a drug, she will want 7 and you start the negotiating at 0, winding up with once or twice a week.

3) Complain about the level of "social" service and attention you are receiving from her by pointing out ways she can improve the relationship. She can literally spend a lifetime seeking your approval, improving the way she treats you and fulfilling every fantasy you have, as she keeps wondering if she is the one on your mind (every 8 seconds) and not that porn star or exotic dancer you keep fantasizing about.

All of us have heard women say: "Even though he treats me like crap, I'm staying with him because I love him so much." What she is really saying is that she has invested so much into the relationship, the only way to get something back is to keep him interested and stick around in case he decides to do something sweet for her for a change, because here is no such thing as a "Love Collection Agency" in the Social Marketplace. She will stay in the relationship with hopes that someday he will sign on the bottom line and the Ultimate Sale will be a done deal - - Marriage (i.e. early retirement for most women)!

Marriage had to be a woman's idea because what guy in his right mind would come up with the idea of not having sex with any other woman for the rest of his life and signing away at least 50% of his assets if something goes wrong. Someone once said: "Alimony is the

system where by two people make a mistake and one continues to pay for it." Let's see, a big chunk of my money leaves me every month, following the 50% of my assets, and 100% of her sex! Where do I sign? - - NOT!

If you are still considering marriage, at least get yourself a prenuptial agreement. The Marriage license is her legally binding "insurance policy" / "sales contract" that will guarantee she is taken care of in the event of a crisis within the Marriage. Where is your legally binding insurance policy? What kind of business person would be stupid enough to hold himself wide open to be taken advantage of by someone who could turn into his worst enemy? Her first response will be: "Pre-nups are not very romantic!" and you come back with: "Yeah! I agree - - and neither is Divorce!" And also remember 2 important points on what big business says about contracts:

1) Nobody was ever sorry they got it in writing.
2) Agreements prevent disagreements.

If you decide on a wedding, I hope you stick her Father with the bill because an average wedding costs $15,000 to $25,000 in cold hard American dollars! Wait! It gets better! (It can't get much worse! --I

sound like a woman going out with a Jerk!-Ha!) My friends, who spent top dollar on their honeymoons, racked up $5,000 to $10,000 in credit card debt to come back to after the "honeymoon was over" —Ouch! Have a nice day!

F.J. Shark's
<u>Quick Reference Definition:</u>

Honeymoon:
Sex and room service at a tropical hotel.

Usually used like a thank you gift when the customer commits to a sale to make sure that they don't feel "buyers remorse" and re-nig on the deal (i.e. cancel the order). In this case, the man is rewarded for making the life altering decision of getting married and signing the marriage contract. This is also why traditionally the man can't see the bride the night before the wedding. It leaves little chance for a relationship ending argument. It also leaves no chance for sex the night before where the man might change his mind by thinking: "Why should I buy the cow, when I get the milk for free." Hey folks, don't shot the messenger here! These are all things we've heard before. I'm just putting the pieces of the puzzle together so we can make sense of it all.

I have come to the conclusion that dating and Marriage over the long term is more expensive than prostitution! I am not speaking from experience with a prostitute, nor do I encourage the idea. However, financially speaking, prostitution is cheaper and a much greater deal all the way around. Just for kicks, let's see how much sex would cost you through a 10 year Marriage and divorce as compared to prostitution, using my own statistics and beliefs: Average # of times a couple has sex over a 10 year period: 2 times per week x 52 weeks per year x 10 yrs. – 1,040 sexual encounters. She divorces you and receives 50% of you accumulated assets from:

10 years of hard work. $150,000/2 - **$75,000+**30-50% of all future earnings for the next 3-5 years. $35,000 x 4 yrs. X 40% = **$56,000+** All stupid vacations she planned for the both of you. $2,000 per vacation x 3 times per year x 10 yrs. = **$60,000+** If she doesn't work, then you are her meal ticket, $1,000 per month (her half) x 12 mo. X 10 yrs. = **$120,000+** her shelter provider (including utilities), $450 per mo. (her half) x 12 mo. X 10 yrs. = $54,000+her 2 cars over a 10 year period, $15,000 x 2 = **$30,000+** total insurance coverage, $2,000 per year x 10 yrs. = **$20,000+** Miscellaneous crap she bought. $2,500 per year x 10 years = **$25,000**

We are not calculating clothing expenses because she better be naked and as ready and willing as a prostitute because according to my conservative calculations:

She financially cost you a total of $440,000

$440,000/1,040 sexual encounters - $423 per sexual encounter! (I hope you got your money's worth!!!)

Oh by the way, since this book was originally printed, women have come up to me to point out the fact that they are sorry to say that they receive less than 2 sexual encounters per week over a ten year period in their marriage. Well then if it was only 1 time per week then your new sexual encounter cost is $846. If you only had sex 1 time a month then the new total is upwards of $1,692! Most of these women were admitting that they unfortunately only had sex a few times a year and sometimes not at all. Well then I think I would need a calculator here, but you get the point.

I understand that not all women sit around all day. They work! They have careers! I am woman, hear me roar! I total support the E.R.A. in every way because:

1) Women have the most undervalued assets in the world.

2) Its about time they learn the value of money.

3) They can pay for the dates and begin to take us out!

They have come a long way (baby), and we shouldn't put them down for their efforts. Rather help them make use of their efforts by encouraging them to help us with our dreams and passions as much as possible.

In case you didn't already know, the word "Bitch" stands for: Being In Total Control of Him. We need women in control of more things, so they learn to take on responsibility and be more willing to handle it in the Social Marketplace. This will give us more of a chance to do more socializing and have more fun while they steer the relationship! I am personally looking forward to the day when women will control the world and men can just focus on providing women with sex and emotional support at home after we finish watching our favorite football games. Or maybe this day will never come because their cavewoman instincts will always be turned on by "Mr. Provider". A guy might have a tuff time trying to impress Oprah or Martha Stewart with his success compared to theirs-- I wonder why that's why they're not married? Or maybe it's because any rich woman wouldn't

want to go through dividing up her assets and paying alimony to her ex-husband after she worked so hard for her success. Ya think?

Solving the greatest mystery in the Social Marketplace will cause you to adopt . . . .

13

The Identity and Character Traits of Jerks

If only more of us understood:

"We are what we think.

In Nature, there are 3 categories of honey bees: 1) The workers, who gather food, take care of the young and build a shelter providing security; 2) The Queen who lays eggs and does absolutely no work around the home; and 3) drones whose only real function is to fertilize the eggs of the Queen.

In the Social Marketplace, the Nice-guys play the role of the worker who becomes the source of security, while his wife (the Queen), is busy screwing around with guys who are primarily interested in just having fun and spraying her with their fertilizer

(drones). I understand that not every woman cheats on her man or has sex with multiple partners. However, you should be aware of the findings of a recent study I heard of that calculated the number of condoms purchased by American woman EVERYDAY - - 250,000+ and growing. Remember, that's just the women in America who choose to have safe sex, how about all the unsafe sex? Just because she buys the condoms, doesn't mean she uses them all the time. The total also doesn't include the inventory supply of condoms they have in their purses or that men buy. My point is that if you are not getting your fair share of the sexual pie, realize that somebody else is, and most women cut out their own piece of the pie first and have fun with or without you. **Women are <u>not</u> sitting around like they did in 1955 and waiting for the guy to call her so she can go out and have fun.** Women today are more assertive and aggressive about what they want. I don't think our grandfathers could survive with today's woman simply because she has way more control over her life than he was used to women having back in the day. The role of the guy being the only one who has the career is over—*Get back to the time machine Marty!* Most women didn't even have a driver's license and therefore were not only dependant on the guy to take care of her, but she was abandoned at home and couldn't go more than walking distance away from the house. Do you think she wanted to start many arguments

with the guy who she depended on for her survival? That would also be putting the survival and success of her children in jeopardy. This would just not be possible or at least extremely difficult, because she would be fighting millions of years of biological female instincts and roles of nature.

So what role do you want to play in nature? Just think, if the bees had their own encyclopedia collection on humans the way we do on them - - Do you want to be known as the sucker who pays all the dues, does all the work in the relationship and receives no membership with the queen? I have an even scarier question for you: What identity do you think you have in a relationship?

Somebody once said: "All the world's a stage." If so, what character are you? Regardless of your answer, a better question is: "What character do you want to be?" You have the opportunity to play the leading role on the stage in your life which will return to you the pay and benefits a leading role commands. I have to tell you that the 1st choice is yours and most women will follow your lead. Forget about the others; let them follow someone else, just keep track of your own herd (i.e. women who respond to you).

Would you rather have the highest batting average in triple "A" baseball, or the lowest average in the major leagues? The correct answer is the lowest average in the major leagues because you are still considered to be in the major leagues. Not to mention the fact that you will be making more in 1 week than the "triple 'A' player" receives in months or years. If the play with the highest batting average in the farm team was really so hot, he would have been playing in the majors yesterday.

I remember listening to a major league baseball player as a guest speaker. He said that at one time, he felt he was in a batting slump and had a depressing .252 average. One day an all-star .340 hitter asked him some personal questions to see if he could help him. One of the questions the .340 hitter asked was: "What percentage hitter do you think you are?" The .252 hitter said: "About a .250 hitter." The .340 hitter said: "Exactly! That's why you get the results of a .250 hitter! I believe I am a .340 hitter and therefore, I get the breaks of a .340 hitter!"

If you want to change your batting average in the Social Marketplace, you must start with your own thoughts and actions. Matching the thoughts and actions of the most "socially sexcessful"

people is the only way to get the results of the most "socially sexcessful" people.

When I first started as a registered representative in the financial advisor/stock broker industry I was 22 years old, and fresh out of college. Who in their right mind would hand over their hard earned money to a young, inexperienced stranger in another state over the phone? The first thing I learned is that you have to at least give people the impression that you are not new to the industry or they will not trust you. In other words, you have to first believe in yourself and your product and then other people will as well.

The next step is to make it appear that you are not hungry for the sale. **Nice-guys are hungry for women, as a result don't have any women, and as a result get hungrier for women.** They fall victim to this downward spiral until it has picked up so much momentum that they are spinning out of control.

The social truth is that women do not want to have sex with a guy if he is a virgin because he will not be confident in what he is doing which is a result of not having any experience on the topic. I believe the other reason is that most women feel they have a Mercedes of a body and performance when it comes to sex. They

figure out if anybody's first car is a Mercedes, they won't appreciate it, and the driver will assume that all cars (women) in the industry (Social Marketplace) have the same type of quality. Therefore, their conclusion is to only have sex with guys who have someone to compare them to. This way she can clearly see that if he comes back for more, he prefers her sex over some other woman's that he had notched in his belt and scraped as a slash on the headboard of his bed. She doesn't trust Mr. Virginity because she knows even if he stays with her for the rest of his life; he will always wonder what another flavor tasted like.

I'm sure you have heard the story about Roger Banister who was the first human to ever run a 4 minute mile. Within one month of him breaking the 4 minute mile, over thirty people broke it as well. Within one year over 300 people accomplished it. Sometimes we are our own worst enemy because we actually believe the limiting beliefs that we set up for ourselves. We tend to underestimate the 3 pound piece of biological matter (our brain) that controls our heart to beat 100,000 times a day and pump 600 quarts of blood through 60,000 miles of blood vessels. This is not a crash course in Biology 101. It has been said, however, that our mind will give you the reality of your conscious thoughts. In English, this translates to the old phrase: "Where the

mind goes, the body will follow." Did you ever notice that people are like a self-leveling piece of clay as they usually fill in the holes to whatever role is needed to be played in a relationship? (Also see the Bonus Chapter 18 – Filling Holes) **Who ever can hold their breath longer and <u>not</u> take on any responsibilities is usually the person who has control, grants approval to the other and benefits big time within the relationship.**

"Whoever loves the least controls the relationship"

-Unknown

If you signed up for and tried out for the role of the Nice-guy and are now complaining because you are receiving "Nice-guy pay" - - Shut up! Who told you to pick the Nice-guy costume? **The secret to remember is that <u>YOU</u> have first choice of what costume and role you want to play in the relationship.** Women will make due with whatever is left over, because they want <u>you</u> to be happy.

"The woman will please first, whom ever the man does."

-F.J. Shark

This means if the man puts a smile on his face pleasing himself first, then the woman will please him first as well. However, in the case of a Nice-guy, he puts the smile on her face and pleases her first, and as a result she pleases herself first as well. Women are willing to take care of you in every way, follow you to the ends of the earth if you act like you know where you are going and play the role of a nurse providing you are a patient. Why would a nurse try to help and heal a person that was healthy and in better shape than she is? This will add to her feeling needed by you (notice I said you need her for something specific, not that you act like a "needy" little boy all the time), and build incredible support in the relationship. You are too busy having a good time, so therefore she has to assume the responsibility or the relationship will die (like the patient). If you happen to find a women interested in you that is acting more wild than you are, the only way to get her to show the least bit of responsibility for the relationship, is to remember my "Theory of the Crazy Man" which states: "The only thing a crazy man fears is a crazier man!". Therefore, you have to be even more wild and crazy than she is in order to get her to respond to you and make her realize that she has met her match as she begins to take responsibility for the relationship because: 1) you won't and 2) she is addicted to you and wants to make sure that you stay with her

to create more new intense fun highs. This type of adventurous, spontaneous, playful fun is what makes you so damn addictive.

"Adults are just big kids."

-F.J. Shark

Rock n' Roll musicians not only are living out their dreams and passions, but they are like playful little children on vacation away from the responsibilities and homework of school. Most of them even have an identity with a tilt toward dangerous - - which is a girl magnet.

I remember when I saw the backstage interview with a selected group of fans with one of the most notorious bands in the world. The band was famous for coming to a city and helping to rearrange the furniture and decorations of the hotel they were staying at. Not all the hotels wanted this new image, so the band was banned from many of the hotels in many cities. A reporter asked one of the hot female fans if she realized just how dangerous the bad were, and she said: "I know, that's exactly why my friends and I are here." Yes, another thrill seeker who will laugh in the face of danger and snicker in the face of death, all for the almighty sense of having a good time and fun intense memories to tell to their grandchildren. However when something

goes really wrong or the police want to know who is responsible for the damage, most women will point to the guys for the blame and pass themselves off as just spectators of the event.

For all the "piggish" and perverted traits that women claim that men have, I find it utterly amazing that the qualities that are an attraction and focal point in the area of dating, such as: mysterious and teasing (not knowing if he is going to call her or where she stands in a relationship), adventurous, spontaneous, unpredictable, even the ability to get mad with hot-tempered emotion, all sound exactly like they can be found in what she wants in the area of sex. **A woman believes that if you represent these qualities and character traits in day to day life, then they will also be found in your sex life as well.** If she is lucky enough to find a guy that has all of these, then she knows she is in for one hell of an encounter that will put the "X" in "Peak Sexual Experience". This is the type of guy that women "would die for". She would leave the altar during the ceremony of marrying a Nice-guy if she knew she had a shot at Mr. X. We all know women that would at least leave the relationship they are in currently at three o'clock in the morning, if the other mystery man called her on the phone.

One time a girl asked me to give her a wake-up call at 6:45 in the morning because I would already by up and she needed to go to an important business meeting. A true Jerk would not have remembered to call at all, but I knew it was really important to her to get up on time. I, on the other hand, did not want to be known as Mr. Dependable either. I thought about how I could be unpredictable, outrageous and still get the job done. At 6:35 (10 minutes earlier than her request), I woke her up out of a deep R.E.M. sleep, and in a loud outrageous voice yelled, "This is the snooze button! You've got 10 minutes to wake up!" and hung up the phone. Do you think she remembered it as a funny moment? Do you think she will talk about it with her friends because it was unique? Will her friends wonder if I am that outrageous of will they ask me out and see for themselves? The bottom line is she got up on time. I was unpredictable and outrageous, and I got her friends asking me out. What a deal!

When you have the Jerk identity and character traits under you belt, you'll start . . . .

14

Making Yourself a CHALLENGE!

I've heard that:

"People's actions in the moment are based on emotion and later, the decision is justified with logic.

What is the opposite of love? If you said – "hate", you are wrong, and thank God you own this book! The opposite of love is dis<u></u>interest. Therefore, if you have strong interest in something which takes up time and space in your day and mind, it is a fair statement to make that you "love" the idea. These ideas could be as strong as you career or as relaxing as a hobby, - truly something that gets you up early and keeps you up late. It's something that you would do even if people didn't pay you for it. Regardless if it is preparing income taxes, selling

stock, playing the guitar or teaching people how to be a Jerk, it is considered to be one of your passions.

If you passions come first, second and third in your life, women will literally spend a lifetime trying to get you to transfer those strong, emotional, committed feelings you show for you passions over to her. The bad news is that by transferring those feelings over to her, you will be stuffed and mounted, and she will spend her time hunting down another guy who is not such an easy kill.

Remember that girl in school that you had a crush on, but she liked someone else who didn't even know that she was alive? The other guy could have been skinny, ugly and financially poor - - So how was he getting so much attention from the girl? The same was rock 'n roll musicians in you local bar do it - - they have a PASSION! It's a passion for music, the band itself, playing an instrument and the dream of making it to the big time someday. **By living their dream, the band members are more confident, more cocky and cool because they don't take themselves very seriously and don't seek anyone's approval.** The band or individual band member is a train on the tracks with a destination. He will have fun along the journey and women will want to go along for the ride. It shows the

girls that the guy is capable of creating his own fun. He is on stage doing wild, crazy, outrageous, spontaneous and unpredictable things. (Sounds like one hell of a sexual encounter to her!)

It's been said that***:***

"People must do what they love in order to experience true fulfillment."

Remember that time some girl that you didn't even care about was interested in you? Maybe you didn't even know she existed. You were completely interested and excited about something else that you had going on in your life, and this girl was practically worshipping the ground you walked on or at least thought you were cute. How powerful and influential could you have been in the relationship? That level of respect and priority can be attained in any relationship if you just E.A.T. (get Excited About other Things). I'll never forget the meaning behind the speech of the selected senior at my freshman orientation at Brother Rice High School on Chicago's southwest side. (By the way, other high schools had a saying about Br. Rice. It went: "Brother Rice boys are nice boys"—that unfortunately helped label me as a Nice-guy and probably added more fuel to the fire inside me to break out of the Nice-guy mold and image). The senior, who was the

President of the student Council, started off by saying that our high school offered him the opportunity to create many memorable moments because of its wide variety of sports and outside activity programs. By mentioning that we will never remember the grade we received on a geometry or history test, it was clear that he wanted us to adopt a simple idea - - DON'T be an 8 A.M. to 3 P.M. student! This secret message is what made your four years of high school some of the best years of you life or a bliss that you try not to bring up in conversation. The people that had the most fun were the ones who found a balance between studying and doing things outside of school. If you studied too much, you were labeled a "boring geek". If you partied too much, you were labeled a "stoner". **You were, and still are defined by your interests and passions.**

I believe women have a strong need to over-rule and over-ride another woman or idea that captures the interest of your mind. I have seen women convince guys to sell their Corvette and motorcycle (the very thing that created the spark of her interest in him in the first place) in order to make his mind scramble for a new #1 passion in his life, and the obvious choice would be her. If he does get rid of his passion, it will also make him less interesting and socially exciting to other women. Therefore, on the simple move of convincing him to

forget about his passion, she is killing three birds with one stone: 1) she becomes his passion; 2) eliminates the attraction from her competition - - any other woman!; 3) sends a ball busting message to his buddies that she has a high influence over his decisions (i.e. has him by the balls). This might make him more distant from his friends and she will be there to capture the under-valued and under-priced quality time with him. So instead of going out all night with his friends he can look forward to rubbing her feet as she sits on the couch and watches soap operas on TiVo.

You're probably like me and want to be the one that women pursue, not chase them like most Nice-guys do. Most Nice-guys are desperately running around with an engagement ring in their back pocket, hoping to **lock it on the finger of the first woman who treats him like a human being**. (Read that last sentence again and let it sink in.) Other Nice-guys have had to lower their standards on what women they desire and just take whatever they can get.

If you are underestimating the power behind this then realize that there are some women that I know of personally that go after priests! For years people in our parish could not understand why this was occurring. The woman did not just try to go after one priest; she

hit on and flirted with several! The hidden motive behind her sinful actions was trying to get a man to transfer the love and commitment, which he had for God over to her. This would reward her with the incredible ego boost in her mind that she was more influential and powerful than God Himself! Wow! I think it's going to take more that a few "Hail Mary's" to get her out of that one!

As long as we are on the topic, what was the one tree in the Garden of Eden that Eve would up eating from? - - The one she was told she could <u>not</u> have! Of course, she could not assume responsibility for her actions. If she couldn't blame it on Adam, she found a way to pull him down with her as she worked out a deal with the serpent to sucker Adam to bite the forbidden apple. This would get them (and the rest of us) thrown out of the utopian garden forever. (See, even guys that wrote the Bible thousands of years ago knew how manipulative women are!) I'm sure you heard the Biblical story of how women were created from man, but I bet you didn't hear how the conversation really went between God and Adam— At the beginning of time, God told Adam that in order to give him a perfect companion in life it would cost Adam an eye, an arm, a leg, half his brain and his left nut. To which Adam replied: "What kind of companion can you give me for a rib?"-- Ha!

You have to become the "forbidden fruit" that she desires because she cannot have it. <u>If you show her that you are "not hungry" for sex, and not interested in her as a girlfriend, but you are still giving her the feelings attraction that she desperately craves—get ready!</u> Then she will want nothing more that to prove you wrong and sell you on the idea of her as a girl friend or wife by using all her "sexual sales techniques" and womanly persuasion to lie, cheat and steal in order to get you interested in her. If you prove to her that you don't' have time for her, then there will be nothing more important to her except distracting you and pulling you away from what you are focused on, even if it takes her a lifetime to do it. Women are so used to getting "instant gratification" from things like shopping and most other guys who give them what ever they want. When you don't give in to her requests, demands and expectations it drives her crazy. (Hence the term: "Crazy for you") Women are crazy for the guy that is not giving her the common response. That is why here mind is so focused on him because he is anything but boring and predictable. The message the Jerk is sending is: "You can't afford me or catch me". She will not be able to focus on anything else if you are good at teasing her, pulling back, not being hungry and not giving her what she wants when she wants it. **This**

sends her sexual attraction for you through the roof because you are giving her what her mind and body crave like an addictive drug. All this teasing (out side the bedroom) sounds like quite an orgasmic sexual encounter to her that she can't help but feel attraction for. This is how you can have an unfair advantage over 99.9% of the guys on the planet who think giving a woman what she "says she wants" is the quickest road into her pants, rather than what her mind and body respond to and secretly crave.

On a more down to earth level (no pun intended), there was a girl I knew in college that had been going out with a guy for over two years. I asked her how it all started, and she said that they met through one of his friends. I thought that he set them up, but the truth was that she was really after his friend to begin with. I then asked her why she was faithfully going out with her boyfriend, who was the 2nd choice. She said in the beginning it was just to make the guy she was originally interested in jealous. However, 2-3 weeks into the relationship her boyfriend cheated on her and she spent a lot of time trying to figure out why. She then wanted to "win him back" because he was something / someone she couldn't have (quick reference- also see Adam and Eve story about "The Forbidden Fruit" in the Bible- Ha!). She even let him off the hook for cheating on her because she didn't

even know if they were "dating exclusively" or not. The guy probably cheated or was "playing the field" still, because he sensed that she didn't seem that interested in him at the beginning of the relationship. However, she went on a personal crusade and mission to "win him back" because she didn't want any other women to have him either. Cheating that early and quick (not much time in between 2 girls) in the relationship (if there was one) meant several things:

1) He really wasn't that interested in her (so he becomes a Challenge).

2) At least one other woman was interested in him and this created "Social Proof" (if others buy in then we feel more comfortable buying in)

3) An increased in his price (demand) because he was in shorter supply (spending time with the other girl or still playing the field).

Either way you look at it, she was not the center of his attention or owns enough space in his mind and she needed to do something about this! This process of ups and downs made her emotionally tied to him

and eventually made her fall in love with him. When I explained all of this to her she said: "Yeah all that is true. He was quite a challenge because he was never really interested in me to begin with and I still have to remind him about me to this day." I asked her if she had plans to marry him and she said: "Oh definitely! Someday that will be my way of having more of his mind on me".

This girl will spend her life trying to capture more of her boyfriend's attention and own a greater piece of his mind. Do you think the relationship would have lasted more than a week or two if he did not cheat on her or find some other way of proving to her that she didn't come first in his life? By now she would have forgotten his name, and she'd be busy chasing after some other guy that she cannot have. Isn't it strange the way everybody wants to join the club that wouldn't let them in, or buy the car that they can't afford?

When I was in the 5th grade, I organized my first garage sale. A foreign woman (who pretended not to understand English) was interested in buying one of my grandmother's new handkerchief sets that were donated to me and still in the original package. She began trying to talk me down from $1.00 to $.50 (yes, 50 pennies!). I said: "No! It's only a dollar." With my verbal response, the woman next to

her said: “Well I’ll buy it for a dollar!” The foreign woman quickly grabs the box away from the lady and begins screaming: “Mine! Mine!” As she hands me $2.00 (so I wouldn’t start an auction to the highest bidder) and runs off. The meaning behind the story is when you are selling your product (you), in the Social Marketplace, and there is only one girl currently interested in you, don’t be surprised if she tries to negotiate a lower price (doing less for you as you do more for her) because there are no other interested buyers. Putting yourself on the upward social spiral includes having fun relationships wit several women so that you can sell yourself to the highest bidder and pay out the least amount because of the competition among the women. If we just view this as basic supply and demand from Economics 101 we can understand it and control it-- or at least influence the outcome.

You may have already come to your own conclusion, and believe that your only real challenge with women is sex. On the other hand, considering that a woman already knows she can have sex with whom ever she wants to, where she wants to, whenever she wants to and then her only real challenge is to: 1) get you, and 2) keep you interested as a boyfriend / husband. If you are an easy kill, don’t even worry about #2 and do not have a roving eye open for something better, then she will!

Remember that one Christmas that you wanted some cool new toy so bad that it was all you could think about? You probably didn't even get any sleep on Christmas Eve, as you wondered all night if that toy was really under the tree, waiting to be opened in the morning. If the toy would have been just handed to you exactly when you had the intention of desiring it, the excitement and thrill of anticipation and "not knowing" are over. The same idea holds true for strippers. If they were to come right on stage completely naked, the dirty thoughts of you wondering what is under their clothes would never exist (What a crime!). The bikini or lingerie that reveals a lot, but not enough, is what stirs up your curiosity and makes your imagination run wild. This is comparable to not putting all of you cards on the table by telling her everything about your life in the smallest detail--especially too early in the relationship.

Some wise man once said:

"Don't tell your woman everything."

Leave some room for mystery and make her wonder where you are and what you are doing. Your passions should be the busy "push

away” that takes you right to the top of her list of what she wants because she knows that she can’t have you.

The thrill of the hunt will keep her coming back for more. There was a poem entitled; “The Hunt” or “The Great Hunt.” I don’t remember the author’s name, but I’ll never forget the story. It described two friends that talked all year long about their annual event of hunting a specifically marked deer in the woods. Some years they would not even spot the deer and other years they couldn’t get close enough to shoot it. The next year, one of the hunters met and cornered the marked deer unexpectedly. The deer froze stiff in fear of being killed. The hunter raised his gun, lined up the deer in his scope, and . . . put the gun back down as the deer ran to its freedom. His buddy could not believe that they had talked about this for years and now that they were able to accomplish it; he refused to pull the trigger. The hunter, who let the deer get away, explained his actions by saying, “If I killed it, what would we have to look forward to and talk about next year?”

While working on your passions and making yourself a challenge, you need to be religiously following . . . .

15

The 10 Commandments of Jerks

A great warrior once said something like:

"The greatest conqueror will win without a struggle."

Do you remember that stuffed animal that was your best friend for many years? It probably had food stains on it along with a missing eye. But damn it! It was yours and regardless if people made fun of it, or tried to replace it with a similar one, it just wasn't the same. This is true due to all of the memories you shared from one extreme to the other. That stuffed animal was right there with you when you were sick in bed and felt miserable. And it was also along on family vacations to enjoy the fun journey.

Every year for seven years, my mother would bring home a new Harris bank lion doll named "Hubert", and most of them are still in the original plastic wrapping to this day. I guess I didn't feel like breaking in any others after the first one or two. I wouldn't believe it, but the first few stuffed lions were at one point in time just as stiff as #7 that remains in its plastic wrapping. The first one got the most use because it was obviously around the longest and survived much wear and tear from my imaginative playing. I would flip him into the air as if we were some strange circus act and then drag him behind me for countless miles within the house. He even accompanied me on several family vacations. If someone were to have given me a stuffed lion that was already broken in and had somebody else's spit and dried food on it, I would have thrown it away immediately.

Therefore, in the Social Marketplace, what makes you think that one girl is going to stay in a relationship with you if you were "broken in" by some other girl! I'm not talking about sex. I'm talking about a girl having to invest her own time, effort and energy into you and the relationship so that she has self-interest in staying even when times get ugly. If she hasn't, she will quickly get bored with you because she has nothing to change about you, and has no actual loss on her part because she did not have any of her own love and emotion invested in

you. Many women view investing in potential boyfriends and husbands like investing in real estate. The more the house (guy) is a broken down (a "fixer upper"), the more upside profit potential it has. One of the main reasons why women stay with wife beaters and abusive alcoholics is because they feel that they can change him and in doing so keeps throwing good motion and love after bad. She feels like the captain who has so much invested in his ship (relationship) that he decides to go down with it when it sinks. Remember again, there is no "Love Collection Agency" and the only way she is going to get a return on her investment in the relationship is to hang onto it.

Arguments, problems and upsets are an active part of every healthy relationship. If two people agree on everything, why are there two of you when only one is required? Therefore, in order to be "real" and not a "Too good to be true" person, you must reveal your faults and differences within the relationship. One girl actually said to me: "Don't be afraid to mess up sometimes. In fact, I will probably love you more because I will know the real you!" So actually you are doing her a favor by acting irresponsible, selfish and egotistical because that is the only way the relationship will go from being a seed in the dirt to a blossoming flower in the garden of the Social Marketplace. (Gee, Shark, you're so romantic!) Okay manly man, it could also be

compared a high risk penny stock that now has the ability to trade on a more developed exchange with the rest of the blue-chip stocks. Better?

All of this starts with you being irresponsible enough in the beginning so that she has to put on the "emotional nurse" costume and assume the responsibility of taking care of the relationship so it doesn't die. Don't be afraid to forget key anniversary dates, names of her family members, and her family's birthdays, because it shows that you have other things on your mind and she needs to do a better job of selling herself to you.

The main reason why women spend thousands of dollars a year on everything from hair care products down to a pedicure is to capture a man's attention and create attraction. It's personal advertising. This is why girls and women's colors are bright – for gaining attention in order to attract the hunter warriors of the tribe. And this is why typical boy's and men's colors are dark—for camouflaging because we are the hunter warriors. She hopes attraction for her beauty will lead to a man finding out about her inner beauty by the time her outer beauty wears off with aging. If you

create the attraction she secretly craves, she will continue to try and keep you interested in her.

By now her family members are criticizing her for staying with you. This is the greatest place to be because now you are the product she has to sell to them as she has the opportunity to prove them wrong and actually look for things that are good and decent about you, or make them up, (which she probably already has). Now she will start "calling off" for her job, blowing off her friends and lying to her family in order to be with you. As a basic guideline, I have created "The 10 Commandments of Jerks". If there was one section of this book that seems to get the attention of any DJ, radio host, radio / television producer or talk show host its these 10 points. They were a last minute addition to the original 1994 version and almost didn't make in. Second only to the title of this book, I think they have stirred up the most controversy, curiosity and publicity for it. I've done hundreds of shows in different demographic regions and somehow I always get asked about the famous points that make up what I so proudly call:

The 10 Commandments of Jerks

1) Thou shall NEVER worry about the competition, because the competition does not worry about thy!

If you think a girl has a boyfriend or she claims to be "seeing someone", don't even flinch and say: "Yeah, so what's your point? I go out with other people for fun too." This will let he know that you really don't need her because you are not hungry and therefore, gives her a chance to sell herself to you - - the uninterested buyer - - for a much cheaper price than the last hungry guy that went out with her.

2) Thou shall not return all phone calls!

You're busy! Remember? You are not waiting for the phone to ring or checking email; you are a Diamond Player who is out having a good time, maybe even meeting a more beautiful girl! (Well at least that's what the girl who called will be thinking!)

3) Thou shall cancel-out on the dates of your choice with or without warning or previous notice!

If you cancel a date or don't even show up, she will spend the evening thinking about you even if she decides to go out with another guy. She will wonder if she did something wrong or if you still want to go out with her at all. In any case, she will want you even more and realize that she has to do an even better job of selling herself to you in order to make an even greater impact on your mind so that you will think of her more often and remember her the next time. She figures if she made a lasting impression on you, then you would be here right now. But you're not!

4) Thou shall tell at least one lie a woman!

The one lie Jerks always tell women is that they have been with some other girl who was much better in any area, especially physically and sexually. The question usually comes up from the girl after an intimate moment, when she knows the time is right, and asks, "Shark, have you ever been wit some other girl who is better than me physically or sexually?" (With specific body parts and positions mentioned, yet not used here in this example!) If

you have ever been asked a similar question and respond with "No" (meaning she is the best thing you have ever seen and been with in any way), you my friend are stuffed, mounted and forgotten about! Even if she stays in the relationship, she now realizes that no other girl has offered as much love and/or sex, so why should she? Immediately the price goes up as you wind up giving more and receiving less. You are now back to being in supply instead of in demand – GAME OVER!!! Do not pass go. Do not collect $200. Also see #3 in my: "The 13 Sneakiest Tricks, Tests and Mind Games of Women-- that Men Keep Falling For"

5) Thou shall be late and never wait!

I do not like being predictable, yet I need to be exact about things like time. So therefore, instead of having women se their clocks by me when I say that I will pick them up at 9:00, I am there exactly at 12 minutes or so after the time I stated. I know ahead of time when I will exactly arrive, yet I remain unpredictable to her because it shows I was busy doing something else. As far as you waiting for ANYTHING - - Don't! If you get put on hold or

call waiting for longer than 10 seconds - - Hang up! She had enough time to tell the other person to call back. Your time is valuable to you and she has to realize that as well. In the areas of sex, compare a woman to a bank and sex/love to money. Who do banks loan money to? The answer is: to people who can prove they don't need the money to begin with! Every millionaire and billionaire in the world can get a loan because banks realize that they can afford to pay it back and it is no big deal. If you are not getting enough money out of your bank then leave! Banks are in business to loan you money providing you can show them you don't need it to begin with. If al you want is god conversation, then call a 900 number or sign up for "live chat" with internet porn, don't' have a girlfriend!

A very smart businessman said something like:

"Money and sex are very similar.
You keep thinking about them if you don't have them in your life."

6) ***Thou shall borrow money (The real stuff with Presidents on it!) from at least 5 women this month!***

See how long it takes them to ask for it back, or how good they want to get to know you because you owe then something.

7) ***Thou shall have dirty magazines and porn scattered around your living area and posters of as many half naked (or naked) women on your walls as you can find room for!***

This will show her that you at least know that hotter babes are somewhere on the planet, and she will do everything in her power to get and keep them off your mind.

8) ***Thou shall be a regular at exotic dancing gentlemen's clubs!***

(It sounds so much better than the words "strip bar" doesn't it?) Let her know the exotic dancers know you by name and that some of them have secret pet names for you as well. Be sure you can rattle off all of the dancers' names in one breath; it will show you were paying attention. Be sure to let her know that you are a V.I.P. at most of them and are always on the look out for great talent. Then ask her if she would like to audition for you and you'll let her know if she's any

good. Even if it's a great strip tease she does for you, tell her that she really needs to try harder next time. And she will again and again.

9) *Thou shall idolize a woman or tow that you probably will never meet!*

Take interest in one or two professional models, movie actresses, female rock 'n roll stars or porno queens. (You might have to watch the movies a couple hundred times just so you can be sure to pick your favorites!)

10) *Thou shall not bring up the idea of future dates!*

Don't bring up weddings, concerts, birthdays, etc. that are <u>not</u> occurring this month. If you do, she will be under the assumption that hot only will she still be in you life at that time (30+ days from now), but she will be your date to the event. Keep her wondering, be mysterious. In other words, know when to SHUT-UP! If any of these commandments get you into hot water for an uncomfortable amount of time, you might have to say the "S" word - - Sorry! Use is sparingly and, if possible; do not use it at all.

Just keep in mind that someone once said:

"It's always easier to ask forgiveness than permission-- especially with women."

These 10 Commandments of Jerks can help you to be . . . .

16

The Gift that Keeps on Giving -- Not!

"If you like to be sweet
and give a lot in a relationship,
then give a little,
so you are around long enough
to give a lot!"

-F.J. Shark

I couldn't wait to see her face. After weeks of searching and countless hours of going from department store to department store at different malls during a busy Chicago shopping season, my family and I finally found what I wanted to hunt down. It was a little stuffed bear with a perfume bottle which had been the class Christmas wish of a girl whose name I had drawn for the "Secret Santa" party in grammar school. Now that the hunt was complete, I figured she would really like

me, and probably figured she owed her first born, simply by the way she had been talking about the bear to her friends.

When the day came to exchange gifts, I didn't even remember what I asked for from my "Secret Santa" because I was so focused on making this one girl happy. She opened the gift without any enthusiasm or excitement at all. A loud noise was caused by my jaw hitting the ground as she made it clear to me that this really wasn't the actual bear she wanted. The room got even colder when she asked me on the spot if she could swap it for her friend's brush set gift that she received from her "Secret Santa". I was speechless. I don't even know how I exactly answered her, but it was along the lines of: "Yeah sure, what ever you want." The shock of the moment echoed in my mind for years to come.

The disappointment of giving all you can in a relationship, and having your heart smashed into a million pieces right before you eyes, as you see all your effort shrivel up and blow away, has caused people to fear even the thought of giving. The logical solution is not to give or invest any emotion at all, and therefore have nothing to lose. People avoid the stock market for the same reason. What people have figured out in the stock market and have yet to figure out in the Social

Marketplace is that you should only be willing to invest what you can afford to lose. **Investing all you emotional, mental and physical ability into a single relationship is just as stupid ad investing your life savings into a high risk stock.**

On the other hand, if you won every time you played a slot machine, the fun would evaporate because it would eventually just be a job. You would eventually lose interest and move on to another game or casino. When you have the opportunity to give in a relationship, think of yourself as a Las Vegas slot machine. If you reward people every time and become so predictable with your giving that others expect it of you, don't be surprised if they move on to another person, (slot machine), that is more of a challenge, unpredictable and fun. For example, if you bring a woman a rose on every date, she will eventually take it for granted. **Remember, if gambling rewarded you every time you played, "Gambler's Anonymous" would not exist, because nobody would be addicted to it.** On the other hand, if you don't reward the gambler at all, they will move on because they think that your machine is broken or a rip-off. Remember in this case, people are addicted to the game of gambling not to an individual slot machine.

The truth is, to this day, I still like to "give" in my relationships. I give because I want to, not because I have to or it is expected or I feel guilty if I don't. You have probably been a giver as well and as a result were burned for your efforts. I saw the need for basic guidelines to follow when you are giving to women in relationships. I call them:

Shark's Rules for Giving

1) Allow people to enjoy the gift of giving to you for a change! This stops you from playing the role of the martyr and be on the receiving end of the stick.

2) Keep in mind the Minimum/Maximum Theory in the Social Marketplace which states: "Giving the maximum gets you the minimum and giving the minimum gets you the maximum." A scientific research study was completed on the life span of rats comparable to their food in-take. By cutting the food supply of the one group of rats in half, they were able to double their life span. Therefore, a popular saying in the health field toward people who like to eat which states: "If you like to eat a lot, then eat a little so that you are alive long enough to eat a lot." Apply this inversely proportional

idea to giving in relationships so that you are not dumped because you flooded he engine and didn't even have a chance to drive. "If you like to give in relationships then give a little, so that you are around long enough in the relationship to give a lot!"

3) Give on an infrequent, unpredictable basis so that nobody EXPECTS it from you. If you give too often it will go unrecognized and unappreciated because you have fallen into the trap of being routine. Avoiding this trap includes being spontaneous, adventurous and unpredictable, which will cause great emotional highs in both you and the girl you are interested in getting addicted to you.

4) Give only to people that not only strongly need what you have to offer, but more importantly APPRECIATE WHATEVER EFFORT you put in and recognize that you really went out of your way. If you are with some girl that does not appreciate you - - DUMP HER! Quit throwing good time, effort and energy after bad. The fact is that there are around 3,000,000,000 (3 Billion)

> women on this planet and most of them will never even have the opportunity to meet you personally. Therefore, if you are not receiving the level of appreciation that you think you deserve from the girl you are with, it is your own fault.

Considering I've heard that over 15 million American children live in poverty, 100,000 are homeless and 30+ die every day as a result, you have plenty of appreciative people who could use you act of giving even if the Social Marketplace rejects what you have to offer. The charity idea of "Toys for Tots" is something that wild, black leather wearing, motorcycle riding gentlemen take part in and demonstrates to the women in their lives that: "There really is a 'Golden Heart' under all that wickedness."

Some Thanksgiving ago, I convinced my family to donate the free turkey that we received from the store as a result of saving up special coupons. After calling a couple of churches to donate the turkey, I found out that specific organizations within the church had their own plans and did not even want my donation because they already had enough for the less fortunate people they were helping. The average person would have stopped there and got mad at the

churches that rejected the gift - - NOT ME! I got mad and did something about it! I got so mad that I called up another church and offered to help a family on my own. I figure somebody needed help somewhere. Sister Mary Pat, who did not know me from Adam, answered the phone and heard the sincerity in my convincing voice and offered me the name of a less fortunate family in her parish that she thought could really benefit from my donation. I called up the family and told them who referred me to them and that I would like to help them out for Christmas dinner by giving them a turkey. The man on the other end of the phone seemed extremely grateful and appreciative. He then said something that I will never forget: "Even if you have any extra clothing or left over food, we could sure use it." I thought to myself: "How desperate do you have to be in order to ask a complete stranger over the phone for clothes and food for you and your children?" It was obvious that the man and his family needed more than just my turkey. I decided to do more than just dropping off part of a dinner. I arranged it with the man and Sister Mary Pat to dress up like Santa Claus to celebrate Christmas with the man, his wife and their four children.

With some help, I bought then all special gifts that they specifically wanted as well as food they really needed and couldn't

afford otherwise. When I arrived at their sad looking apartment building, I noticed that they all lived in only 1 room with a mattress up against the wall for the entire family to sleep on at night. The bathroom was down the hall and shared by all the families on that floor of the building. The children really believed that I was Santa Claus as they open their gifts with great excitement. The one boy didn't want me to leave because we were having so much fun crawling around on the floor playing with his new trucks. As I left, I thought about what led me all the way to this moment from wanting to deliver a turkey. If you feel that you get burned for your efforts of giving, you might by right. However, you probably have been giving to the people who already possess what you have to offer or they just don't know how to be grateful and appreciative to anyone.

Now that you have the art of giving and all of these other Jerk strategies mastered, you will soon find out . . . .

17

Where This e-Book Really Begins

Carpe Diem: Seize the day.

Ever hear the one about the man in Louisiana who was waiting around because he heard on the news and emergency weather stations that a flood to strike the town? (Ironically, this story was written in the 1994 version of this book years before the massive outbreak of hurricanes hit the South Eastern Coast of America and it still applies today.) It began to rain, and before long, the depth of the water reached the stairs of the man's house. A rescue boat comes along trying to save the man and the man says: "No! God will save me!" The boat goes away and time passes. The water is now higher and the man is standing on tables as the second boat pulls up and the man says: "No! Go away! God will save me!" The second boat goes away and time

passes. By now the water is so high that the man has to sit up on the roof of his house. A helicopter flies over head and lowers a ladder to the man. The man says: "No! Get out-a here! God will save me!" the helicopter flies away, the water rises and the man drowns. He goes to heaven and tells God that he is a bit peeved at the fact that his faith and prayers were not rewarded. God then says: "What more did you want me to do?!? I send 2 boats and a helicopter!"

It's too late for the man from Louisiana to realize and use the help that he was offered, but it isn't too late for you. How ever you heard about this book, you not only found it through the mysterious forces of the universe, but you invested your money and time into it. In any event, I appreciate the opportunity to have such a powerful impact on your mind and I'm sure you will never forget reading this book. **I know you found way more than only "4 Secrets of Jerks", and many more than "6 Mistakes Men Make in Relationships", etc. that I originally promised you on the website. I know that every time you reread this book, you will find something else that you didn't notice before and something you can benefit from right away.** Use it all cafeteria style so you take what you want from it. However, if you don't use

this powerful information, you are no better off than the guy who doesn't know about it.

The fun emotional highs that you create will last you a lifetime of memories. I know for some of my raving fans, there is their life before this book and their life after this book—I hope you are one of the people I've had the privilege to help in an entertaining way. If you made it this far, I'm willing to bet that you enjoyed this eBook, so please send me a testimonial or a review and be sure to mention that I have your permission to use them. Send it to me at: FJShark@WomenFiguredOut.com or ConfessionsofaJerk@hotmail.com

Use the social "inside information" in this eBook as a wake-up call to have the Social Marketplace work in you favor. Take your life to the level of the Diamond Player, the .340 baseball player and most importantly the spontaneous, adventurous little child. Think with your brain and not any other part of your body. Sell yourself like a drug, make adjustments to have situations benefit yourself for a change, and remember - - don't fall asleep behind the wheel in the car of your life. You are a Lamborghini, and they don't have financing!

Who ever came up with the phrase: "Don't worry, be happy" was right. You will be happy when you put the smile on your face first and maybe even let others in on how they can please you. **True success on this planet is to be grateful for what you have as you pursue all that you want and desire.** It's been said that about 90% of what we worry about never comes true and 90% of what happens to us we don't worry about or have the ability to change anyway. Bring out the irresponsible, adventurous, spontaneous child in you and find truth in the saying: **"We do not stop playing because we grow old; we grow old because we stop playing."** Nobody ever said on their death bed: "I wish I would have spent more time at the office!" So make your life extraordinary while you are still here and the game clock is still running. Realize that we really are just "food for worms" when we die. So find a Passion that will get you up early and keep you up late because it will cause you to get the most out of your life.

Regardless of what you believe religiously or spiritually, it's been said that your life is a gift from your creator and what you do with your life is your gift back. Life is just too short to sit around and complain about the small stuff. I hope this eBook has helped you realize that it's all small stuff! Recruit people for your life who feel the

same way and who will be there for you because they want to, not because of guilt or obligation.

It's been said that:

"One good friend is worth a thousand relatives."

Picture a Christmas Eve with an entire team of family and friends in their winter sweaters, decorating the tree by the fireplace. They listen to holiday songs and look out the window at the white gentle snow falling. The only problem is that you are not in the picture! You are on the outside looking in! How cheated do you feel knowing that others are having fun with what could be your girl friend, your buddies and your family? They are warm inside creating memories to last them a lifetime, and you are outside in the process of getting frostbite just because you "didn't get around to" making it happen.

Regardless if you are a man or a woman, I believe that we all want and desire the same thing from relationships – Memorable moments. We all want to have fun and exciting stories tell our grandchildren, yet most people spend the majority of their time planning their life and forgetting about the moment they are in. These

are the same people that come to the end of their life and say: "I wish I woulda, coulda, shoulda . . . ."

When I used to go camping with the scouts, some of us would stay up all night and play war games in the woods, raid other camps, and dodge M.P.'s which were there for security purposes. One time we even carried a sleeping scout from another troop out into the middle of the field where mass was going to be said the next morning. He woke up finding about three hundred people and a priest smiling at him as they sang the opening song to the mass. The scouts in our troop that fell asleep and got a good night's rest can NEVER bring those moments back because they are gone forever and the only thing remaining is a memory. I can' go back and organize all of the people there again today and say: "Okay, I've got time to do this now!" The formula is simple—Do it now because this moment will gone forever if you don't. **People usually regret the things they didn't do, not the things they did** (providing they didn't break the law). Today, I bet my friends that didn't go on all of our fun missions wished that their decision would have been to break more rules and get less sleep!

The choice is yours. You are the only person responsible for your own fun, so ask yourself: "What side of the Christmas window do you

want to be on?" And most importantly, just remember the old phrase: "At the end of your life you will only have two types of relationship memories. The way it was, and the way it could have been!" I don't expect you to carry this eBook around and look things up as you need them, so master it! Take the training wheels off and ride the wind, go off road, and blaze your own trail. You will be amazed about how many women follow you because you are having fun. Be the train with a destination and see how many women are going to want to go along for the ride. Use the social magic of the other peoples' experiences that you learned about in this eBook, and learn from their mistakes and achievements.

One of my Passions is magic and studying the history of a man a named Harry Houdini - - the great escape artist of all time. A popular story about Houdini, that I heard, took place around the time that he was becoming quite popular in the eyes of most Americans for his unique ability to escape from anything. A city challenged him to escape from their new and improved jail. Houdini took on the challenge and worked relentlessly for hours to unlock the cell door. He became physically exhausted and was about to give up. To rest, he leaned on the cell door--and it opened! Because it had never been locked in the first place! I'm here to tell you up front that the doors of

respect and priority that you were told and believed to be locked up and monopolized on by only a select few is the Emperor's new clothes! - - It's all a lie! The only place it can be locked is in your own mind. **Only <u>you</u> determine which doors will open in the Social Marketplace through only accepting what you believe you deserve!**

You have a simple choice about how women view and respond to you. You can either be the one who listens to their problems and bails them out of trouble after they were "up to no good"; or you can be the one they were being "up to no good" with!

So get out there and have some fun, because this is not where the book ends, but rather where it all begins. Keep me posted on your social success with at least a quick e-mail at: WomenFiguredOut@comcast.net . **Keep this email in a safe place and please don't abuse it or I will have to cancel it for everyone.** I usually only give it out to my private inner circle of raving fans that are like brothers to me. So stay tuned for info on my new fraternity I'm starting--I hope I've got your curiosity going.

So have some fun out there and let me know about it!

Expect More
Accept Less!

F.J. Shark

P.S. The only reason I was able to help you today is because someone invested in my ideas yesterday. If you would like to give something back for the value you received, please help spread the word about this eBook and send people to: www.WomenFiguredOut.com and www.FJSharkBites.com . Talk it up on the internet (no spamming please); in your circle of friends and in your family for future generations to come because these ideas are timeless.

The one thing rock n' roll musicians do to sell themselves like a drug to their audience is to leave them wanting more. They do this at the end of their show, right before they come back out on stage for an encore performance. My encore performance with the original version of this book was updating and adding to every chapter as well as creating a Special Bonus Chapter at the end of this new 2nd Edition.

So yell, scream, applaud and get out your lighters and start waving them in the air. Here comes. . . .

18

Special Bonus Chapter:

Filling Holes

I'm sure you've heard:

"When a guy goes to the hardware store
he doesn't want a ¾ inch drill bit,
he wants a ¾ inch hole."

You've probably wondered: "Why do I still get different reactions out of women when I'm basically the same guy? After all, I read "How to be the Jerk Women Love"! Well, it wouldn't be any fun if the women just fell over on their backs with their legs in the air now would it!

In mid-grammar school, when I was around the "cool kids" I noticed that I was more reserved and contributed to them by being the "sane, level-headed" one in the group. I became the intellectual of the

"cool kids" group as they would ask me for help with their school work and ask my advice on ways to get out of trouble. They were probably only interested on copying my homework and talking to me as a counselor for their problems because none of the other "cool kids" would take the time to listen. I didn't care if I was being used a little because it was my ticket into the "cool kids" club. However, what I also found interesting was that when I was around the "smarter kids" I became the "cool one". They certainly didn't need my help on school work or advice on how to get out of trouble at school. They just wanted to hang around me and influence me to be their friend because I was an accepted member of the "cool kids" and therefore they might become "cool by association".

It was a weird paradox that any licensed therapist could write a book about. I became the "smartest of the cool kids" and the "coolest of the smart kids". I remember that by the 8th grade graduation party we were told to sit with our friends at the tables and I had quite a dilemma. I started off sitting with my friends from scouts, softball, bowling, student council etc. (i.e. the smart kids who had their parents highly involved with the school and activities) and then some of the "cool kids" (i.e. kids that didn't care that much about school, whose parents didn't seem to care much about them because they were

absent from any activity from Kindergarten to 8th grade) came over and invited me to sit at their table with them. These guys were the jocks, cool kids and class clowns (all of whom got most the attention from the girls). I had the respect of the people at that table because I could beat most of them at sports in school at gym class and outside school at the park. The ones I couldn't beat at sports, I could certainly beat with higher grades in the classroom. I became a victim of my own success, and had a problem that unpopular kids wish they had. I could be the leader of the "smart" table or just another pawn at the "cool" table. I decided to work the room and make my presence known so I wouldn't destroy in 3 seconds what it took me 3 years to build up.

We are guys and we fill holes. If there's a problem we fix it as quickly as possible. Even if it's wrapping duct tape on a leaky pipe—it's done, what's next? From home repair to sex with women- if there's a hole, we fill it (I know it's a weird extreme, just go with it). It's built into our nervous system and biological traits dating back to caveman days. This is why most guys are not attracted to strong, independent, successful women. They have no use for us. It seems there is nothing we can do for them or buy them that they can't do and buy for themselves. As men, we do not feel very needed and

useful to her so we usually give up and never find out more about them. I've heard of women that have a successful businesses or even a Ph.D. who have to "dumb themselves down" in order to attract a man when they go out to the singles' clubs. The women do this because they have found that men like it when women are "needy" and "clueless" so therefore, the men can come in and save the day. He can finally hear a woman say those timeless words: "My hero!" The other reason I see is because a man does not want to "compete" with the woman in the arena of smarts and business because they do that enough with the guys. We just want to brag about our accomplishments and achievements. We would prefer to just talk about ourselves and get congratulated on being masters of the universe by the women who revere us and the men who fear us.

Men want to be the one to impress their woman with what they accomplished and achieved (like a caveman returning from the hunt), not the other way around. The caveman / warrior would return to the camp / tribe and want to share what he hunted with the most beautiful woman he could find and take care of her. This is why most women keep the cosmetic industry booming by investing in everything from hair care to toe nail polish—to attract a caveman (Hopefully a caveman with a job.) The caveman would be the provider for a woman and

take her back to his cave. **The cavewoman would give the caveman sex in exchange for use of the cave and for being "provided" for.** (Not much has changed in 5 million years huh?) Over time, she knew that she was in trouble when she noticed that Mr. Caveman showed an interest in younger, firmer cavewomen. If Mr. Caveman left, so would the food he hunted. She needed a way to keep him around even when she got old and wrinkly. And this, my friends is how the idea of Marriage was created.

It seemed to me that I built my reputation on "filling the holes" in what was missing with the group and the individuals within. That was my trademark and my "all access back stage pass" to any group or person I wanted to be associated with. I just didn't stop by having rapport with them by "being like them" and "fitting in" because then I wouldn't be myself and "stand out". **I had to become their alter ego as well.** The alter ego is like dressing up for Halloween in a costume that is the direct opposite of your personality that you secretly crave. The perfect example of this is the doctor, lawyer, accountant or anyone in a highly responsible position, who wants to dress up like a "black leather wearing" Harley Davidson biker (You thought I'd say something about bondage here didn't you!) on weekends. Then meet his other "weekend warrior" buddies for a night

out. Then they try to get home early so they can get a good nights rest before work on Monday morning.

We fill the holes in our life or we hope to be around others who have what we need in order to fill the holes for us. This is where the saying: "Opposites attract" comes from. The reason we say certain people "fit together" and "work better" as a couple than others do is because they have some things in common (i.e. like a sense of humor, taste in music, their values, level of risk for business and pleasure, etc.). Other things are the exact opposite (i.e. one is an extrovert and the other an introvert; one has a big ego and the other's low self-esteem gets raised up because of it; one has to be the leader in order to feel safe and the other has to be lead in order to feel safe; one wants to use someone and one wants to be used by someone; one has to be in control in order to feel safe and the other wants to be controlled in order to feel safe; all the way down to the happy couple of one being a masochist and the other is a sadist.

I'll tell you why you're getting different reactions out of different women: **It's not because the women are so different; it's because you act different around certain women.** There are different "holes" to fill with everyone: Holes in the conversation; holes

in her past; holes with what they need in a relationship; etc. When I reviewed in my mind the different types of women that I've gone out with, one thing that was certain—the more I was interested in keeping the relationship going the quicker I got dumped. Now that I think about it, I deserved to get dumped because if I were a woman, I wouldn't have dated me either. I was only concerned about being liked and making sure everyone had a good time. I was so busy making sure everyone else was taken care of that I never worried about myself. I was hoping that some woman would notice this and it would be easy for her to fall in love with me.

I was using the logic of: If I could take care of the needs of others then she would think I could take care of her and her needs. This only says to the woman that you have time for everyone else and can't say "no". She will believe that you will be easily influenced by others as they get you to do what they want you to do. She feels this will leave no time for a relationship with her so she is repelled by it--not just through her logical, conscience thoughts, but through millions of years of biology and evolution. **The guy her body wants to mate with is the guy who is selfish enough at work to get the job done, so he can selfishly get home and be with his family.** (i.e. hunt and get home.) Most guys will never figure this one out because

their intent was to try and create a relationship with her by showing off how well they could "take care" of things for people in the first place. And since staying in an environment where he is in control (like his job, career or business), he stays later and later so he doesn't have to face the uncertainties of his wife.

When I was around women that I really wasn't that interested in, I could relax and not worry if they liked me. I could be myself and it seemed that the fun and jokes never stopped. I could have everyone at the table in the restaurant rolling in the aisles with uncontrollable laughter. I never worried about running out of "material" because new ideas were surfacing regardless if I was with 10 people or just 1. Why did this happen? I'll tell you why—because I had a dialogue going with them. With the personality that I like best for myself, I could "fill in the holes" on what was needed in the situation. I crossed over the line from being just an "interesting guy" to someone women were attracted to because I was being myself. It didn't feel like I was just throwing a ball against the wall, but rather throwing it to someone I could "pitch and catch" with. **The best of both worlds then is to be comfortable around women that you are attracted to.**

"There are no secrets or short-cuts in getting comfortable around women that you're attracted to. The only way to do it is to be around as many as of them as possible, as often as possible. So that's your homework!"

-F.J. Shark's advice to a caller's question during a radio interview.

When someone is hiding something from you, did you ever hear the phrase: "You're getting warmer."? **The closer I got to really being myself the "warmer" the women were getting for me.** Eventually they were getting hotter and hotter. The women then start making sure that I'm having a good time. When I was "putting the smile on my face first", the women were "putting smiles on my face" as well. They wanted me around because they knew that I could even make a trip to the grocery store fun with the right audience participation from them. With little or no real effort, I could fill the holes in their life that needed filling. That's the interesting part. I didn't even try to have fun, it just happened. It didn't feel like they were in the audience with me, it felt more like they were on stage with me and in the act. I've often said:

"In the Social Marketplace, be around women who bring out the best version of 'you' that <u>you</u> like."

This goes back to the "Play" and "Record" buttons on the situation you're in. If you keep hitting the "Play" button and keep rattling off things in your past like a DVD replaying a movie, it will eventually end and the audience will get up and leave. They might even applaud and say they had a good time, but the will still leave (i.e. dump you). However, if you are hitting the "Record Button", then you are "in the moment" and the both of you will be "in the movie" together instead of you being the movie on the screen and she is just the audience.

When I was with the women who were basically "Premiums", they expected me to entertain them and keep entertaining like a comedian or a clown. I kept trying and trying to create the fun, but I was shot down like I was just seeking approval from the women and that's the kiss of death. It didn't matter how funny I thought my acts were. Unfortunately, my act was a one way street. There was no "audience participation" and no real dialogue with her--and no holes that I could fill with my personality**.** She didn't need me for anything accept to keep her laughing. I thought this was my ticket into her pants, but it wasn't. I was like the court jester trying to make the queen laugh or I would get be-headed by the executioner waiting for

me by the guillotine outside. It was basically: "Tell me another joke or funny story from your past so I can laugh or leave." The problem is that you will eventually run out of material and feel like a comedian who is "dying on stage" or an actor who forgot his next line in a live performance. She will pick up on this insecurity and you will get a "thumbs down" review in her mind. These types of women will just go out with the guy who has the best time for her tonight. "Who's got the hottest ticket in town?" becomes her way of filtering, sorting and prioritizing all men. She makes them pay for her attention, pay for her affection, pay for her love and especially pay for her sex (Sounds like a legal prostitute to me). These types of women will eventually auction themselves off to the highest bidder for marriage and complain to her husband that they need to: "keep up with the Jones's".

Realize that there are only a few ways to express love for women. Most women feel love when you:

- buy them things
- take them out to places
- touch them all over
- have sex with them
- spend quality time with them
- say: "I love you".

The problem is these are in a different hierarchy ranking for every woman. It's even worse that that. Picture it as a pie chart with different percentage weights for each. The good news is that even though all of them are important, only one or two are the most dominant for every woman (i.e. a total weight of 60-90% for just one or two of them). There might even be one that some women can live without all together. If you just have a few of these and they aren't her top 1 or 2 then the relationship will self-destruct or eventually evaporate. However, if all you have is her top 1 or 2 that make up at least the majority (i.e. over 51-75%) then she will stay with you for life because the bottom points will become optional.

You've heard the classical argument of the woman accusing the man that he doesn't love her because he never takes her out. He reminds her that he works hard to buy her things and that's how he shows his love. Another woman accuses her husband of never being around to spend quality time with her at home because he has to be away on business two to three weeks at a time. He tells her that he says: "I love you" to her over the phone every night. Yet another wife complains that she never hears him say: "I love you" to which the husband responds with: "I told you all that stuff before we got

married, so I thought you knew and I didn't have to say it anymore." The miscommunications are endless. In order to avoid this relationship ending problem you should figure out up front how you "show your love" best and how you want it returned to you. Don't wait till your 25th wedding anniversary to hear that she had an affair with a guy who was filling a need that you could have been easily filling all along.

The key to success with women is to keep taking action and keep moving regardless of how many mistakes you will make. Yes, success in anything comes down to being the person who can take enough action and learn from their mistakes and keep moving like a shark who needs to move in order to breathe. The only way to not make mistakes is to not do anything--and that's failure. The important thing is that you remember that you have to adopt the attitude I heard that states:

"Sometimes right,
sometimes wrong,
never in doubt."

I look forward to hearing from all my raving fans so keep me posted on your social success. If you have questions, chances are

many other guys do as well so please email them to me and I will do my best to get them answered in my www.FJSharkBites.com newsletter. Be sure to send me your personal review of this book or a testimonial of the ideas and strategies that benefited you the most. Be sure to include a statement that says I have your permission to use it if you want me to publish it.

Remember, women are like fire. They can keep you warm and help you make upward progress with your life and they can also burn you. At the beginning of this eBook I told you that I was going to tell you one of the most important points in case you never made it past the first chapter. First, congratulations on making it this far and second: **Nothing on this planet will help or hurt your financial success more than your relationships with women.**

In closing, let me end this eBook the same way I started it on page 4, by saying: **"I have the highest respect for women. Women can be the most caring, loving, committed, team players on the planet! The only problem is, sometimes they play for the wrong team!"**

Just remember that women know where the lingerie stores are and they know how much you like sex. They know that they can dress sexier for you and even double the amount of sex you are having with them right now. What women "can do" for you is amazing, what they "will do" is usually disappointing. The difference between what women "can do" for you and what they "will do" for you is up to YOU!

Have fun with these ideas; keep me posted on your progress; and thanks again for helping me get the word out. I'll see you out there in the Social Marketplace!

Expect More,
Accept Less!

F.J. Shark

P.S. Don't forget to mention that I have your permission to use your testimonial and / or review of this eBook when you send it to me if you want me to publish it. **Rewards and free bonuses will be given to the best ones**.

P.P.S. I mentioned earlier that this is where this book really begins so therefore, if you really want to master this material you should also check out the. . . .

Appendix - Recommended Resources

Very rarely do I make recommendations, however, I'm not only the President of Jerk School Seminars and author of "How to be the Jerk Women Love", but I'm also a client. – Ha!

I'm still a student of what I teach, and therefore I'm always on the lookout for something that can take it all to the next level.

Here are some of my recommended resources that I've found that I know you will benefit from if you really want to get focused on mastering this material as quickly as possible.

In the future (when the websites are up), be sure to check back at: www.FJSharkRecommends.com or www.FJShark.com for the most current list of recommended resources.

Expect more,
Accept Less!

F.J. Shark

Now, here are those resources…

- How did this guy get 398 dates in 4 years without ever being rejected? Click here to find out:

http://www.1shoppingcart.com/app/?af=329014

- How did a Short, Broke, *Bed-Wetting* Waiter, With No Car, a Beer Belly and Bad Breath Attract and Date a Young, Wealthy, Beautiful Businesswoman? Find out here:

http://sharkman.shely100.hop.clickbank.net

- How can an average guy, regardless of looks or financial situation, date beautiful women? This woman will tell you how:

http://sharkman.guygirl.hop.clickbank.net

- Lose the Nice-guy image and start meeting and dating the women you've always desired, just check out:

http://www.kickstartcart.com/app/?af=331837

- Don't even think about talking to another woman until you click on:

http://m121.infusionsoft.com/go/sec/FJ/

- Want to find out the Lazy Man's way to sex and romance? Click here:

http://sharkman.alexander2.hop.clickbank.net

- Boring dates? Here's 300 creative dates:

http://sharkman.300dates.hop.clickbank.net

- Stud secrets? Need I say more? Check it out here:

http://sharkman.studsecret.hop.clickbank.net

- Have her beg for more?...What? You got to see this:

http://sharkman.alexander5.hop.clickbank.net

And finally…

- If you want to learn to become a "Rich Jerk" go to:

http://sharkman.richjerk.hop.clickbank.net

P.S. Remember in the future be sure to check back at: www.FJSharkRecommends.com or www.FJShark.com (when we get the sites up) for the most up to date list of resources.

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